

Top 10 Business Books For New Entrepreneurs

President Harry S. Truman once said, “*Not all readers are leaders, but all leaders are readers.*”

It’s a rare leader who has margin in their day-to-day calendar but a good leader is dedicated to prioritizing lifelong learning.

What we give priority to is a measure of its value to us, so a leader who is a reader is one who has made learning a priority by blocking precious time to sharpen their axe.

Here are 10 business books to help you continue to sharpen yours.

[“The Aspiring Leader's Guide to the Future”](#) by Clay Scroggins

In *The Aspiring Leader's Guide to the Future*, author Clay Scroggins uncovers nine counterintuitive axioms of leadership that will help leaders adapt to the rate of change while becoming today's version of a leader worth following. For every principle of leadership, there is a counter principle that only those knee-deep in the mess of everyday life can understand. With the rapid nature of change happening today, these counter principles provide a new way forward for today's leaders.

[“MOVE: The 4-Question Go-to-Market Framework”](#) by Sangram Vajre

As the markets change, so will your answers. But these four questions will help you focus on the who, what, when, and where of your business—and they remain the same. In *MOVE*, B2B go-to-market experts Sangram Vajre and Bryan Brown provide you with a four-question framework that will reveal your next steps and propel you forward, no matter the size of your company or the stage you’re in. You’ll learn how to take your business from ideation to execution and predict your next MOVE more confidently. You have the vision, the people, and the plan. Now you have the operating manual. This book is the go-to-market blueprint that provides you with the confidence and clarity to get unstuck and level up your organization for long-term success.

[“Disrupt Yourself: Master Relentless Change and Speed Up Your Learning Curve”](#) by Whitney Johnson

Startups, growth-stage companies, and private equity-backed companies all have one thing in common: They need high-growth individuals to execute high-growth plans. As a leader trying to achieve ambitious organizational goals, you need people who can do more than just keep up; you need people who can set the pace. You need high-growth individuals.

Disrupt Yourself helps high-growth individuals--and those trying to attain this status--learn the tools and frameworks necessary to make changes that matter. This book helps you understand how these frameworks of disruptive innovation can apply to your particular path, whether you are.

["The 7 Perspectives of Effective Leaders"](#) by Daniel Harkavy

According to CEO and executive coach Daniel Harkavy, effective leadership boils down to just two things: your decisions and influence. Good decisions lead to strong results, which in turn increase your influence. If you get these two things right, your leadership effectiveness improves.

But as all leaders know, it's not that easy, especially in today's fast-paced, complex, and connected environment. To make the best decisions and have maximum impact, you need to see your business from seven perspectives.

[“Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones”](#) by James Clear

No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results.

[“Radical Candor: Be A Kick-Ass Boss Without Losing Your Humanity”](#) by Kim Scott

Radical Candor has been embraced around the world by leaders of every stripe at companies of all sizes. Now a cultural touchstone, the concept has come to be applied to a wide range of human relationships.

The idea is simple: You don't have to choose between being a pushover and a jerk. Using Radical Candor—avoiding the perils of Obnoxious Aggression, Manipulative Insincerity, and Ruinous Empathy—you can be kind and clear at the same time.

[“The Five Dysfunctions of a Team: A Leadership Fable”](#) by Patrick Lencioni

In *The Five Dysfunctions of a Team*, Patrick Lencioni once again offers a leadership fable that is as captivating and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

[“The 7 Habits of Highly Effective People”](#) by Stephen R. Covey

This beloved classic presents a principle-centered approach for solving both personal and professional problems. With penetrating insights and practical anecdotes, Stephen R. Covey reveals a step-by-step pathway for living with fairness, integrity, honesty, and human dignity—principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

[“Entreleadership: 20 Years of Practical Business Wisdom from the Trenches”](#) by Dave Ramsey

Your company is only as strong as your leaders. These are the men and women doing battle daily beneath the banner that is your brand. Are they courageous or indecisive? Are they serving a motivated team or managing employees? Are they valued?

Your team will never grow beyond you, so here's another question to consider—are you growing? Whether you're sitting at the CEO's desk, the middle manager's cubicle, or a card table in your living-room-based start-up, *EntreLeadership* provides the practical, step-by-step guidance to grow your business where you want it to go. Dave Ramsey opens up his championship playbook for business to show you how to:

- Inspire your team to take ownership and love what they do
- Unify your team and get rid of all gossip
- Handle money to set your business up for success
- Reach every goal you set
- And much, much more!

["The E-Myth Manager: Why Most Managers Aren't Effective and What to Do About It"](#) by Michael E. Gerber

Drawing on lessons learned from working with more than 15,000 small, medium-sized, and very large organizations, Gerber has discovered the truth behind why management doesn't work and what to do about it. Unearthing the arbitrary origins of commonly held doctrines such as the omniscience of the leader (Emperor) and the most widely embraced myth of all. The E-Myth Manager offers a fresh, provocative alternative to management as we know it. It explores why every manager must take charge of his own life, reconcile his own personal vision with that of the organization, and develop an entrepreneurial mindset to achieve true success.

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