

For Business Leaders:

The Hard Thing About Hard Things

Ben Horowitz

The Ride of a Lifetime

Robert Iger

Delivering Happiness

Tony Hsieh

The Lean Startup

Eric Ries

For Everyone:

Can't Hurt Me

David Goggins

Think Like a Monk

Jay Shetty

Smarter Faster Better

Charles Duhigg

Extreme Ownership

Jocko Willink and Leif Babin

Bad Blood

John Carreyrou

Thinking, Fast and Slow

Daniel Kahneman

Shoe Dog

Phil Knight

Influence, the Art of Persuasion

Robert Cialdini

Born a Crime

Trevor Noah

The Power of Habit

Charles Duhigg



ERIC'S READS

Principles

Ray Dalio

Healing Back Pain

John E. Sarno

Hustle Harder, Hustle Smarter

50 Cent

Malcolm Gladwell's:

Tipping point, Blink, Outliers

Freakonomics & Super Freakonomics

Stephen J. Dubner and Steven Levitt