

- **A RANDOM WALK DOWN WALL STREET**, by Burton Malkiel. An excellent investment primer. It explains the basics of stocks, bonds, and mutual funds, and will reinforce the efficient market concept.
- **ADAPT: WHY SUCCESS ALWAYS STARTS WITH FAILURE** by Tim Harford. Taking us from corporate boardrooms to the deserts of Iraq, Adapt clearly explains the necessary ingredients for turning failure into success. It is a breakthrough handbook for surviving—and prospering—in our complex and ever-shifting world.
- **BACKSTAGE WALL STREET** by Joshua M. Brown. This is a brutally honest look at the investment business from a veteran who's seen it all. "Reformed" Wall Street insider Joshua M. Brown offers clear and proven advice on how to navigate all the snares set by the lords of Wall Street.
- **BARBARIANS AT THE GATE** by Bryan Burrough and John Helyar. The book tracks the fight for RJR Nabisco during October and November of 1988. The largest takeover ever attempted, it was seen as an endemic representation of the excesses of that decade. A brutal and behind the scenes look at mergers and acquisitions, it's a stunning and breathtaking read.
- **CRUSH IT!** by Gary Vaynerchuk. How the Web can help turn your passion into a business.
- **DRIVE**, by Daniel H. Pink. What really motivates people is the quest for autonomy, mastery and purpose, not external rewards.
- **DRIVEN: HOW TO SUCCEED IN BUSINESS AND IN LIFE** by Robert Herjavec. Robert Herjavec has lived the classic "rags to riches" story, from having \$20 in his pocket to starting up technology companies worth hundreds of millions of dollars. Now the star of television's *Dragons' Den* and *Shark Tank*, this son of Croatian immigrants earned his incredible wealth by overcoming the odds with hard work and determination.
- **ELON MUSK: THE X-FACTOR, TESLA, AND THE HOLY GRAIL** by Daniel Alef. Elon Musk is the man behind PayPal, SpaceX, Tesla, and SolarCity, multi-billion dollar companies he founded. Although he is now a multi-billionaire, his objective has never been to amass great wealth, but to save humanity.
- **EVERYTHING CONNECTS** by Faisal Hoque and Drake Baer. Philosophy, business, and history come together in this look at leadership, creativity, innovation, and sustainability from a successful serial entrepreneur and a cutting-edge journalist.
- **FLASH BOYS: A WALL STREET REVOLT**, by Michael Lewis. Flash Boys is about a small group of Wall Street guys who figure out that the U.S. stock market has been rigged for the benefit of insiders and that, post-financial crisis, the markets have become not more free but less, and more controlled by the big Wall Street banks.
- **GOOD TO GREAT** by Jim Collins. What differentiates a company that gets by from one that does well? And them from one that truly, truly succeeds?
- **GOOGLED**, by Ken Auletta. A comprehensive study on how Google became media's premier digital company.
- **HOW THE MIGHTY FALL**, by Jim Collins. Companies fail in stages, and their decline can be detected and reversed.
- **HOW TO WIN AT THE SPORT OF BUSINESS**, by Mark Cuban. Mark Cuban shares his wealth of experience and business savvy on what it takes to become a thriving entrepreneur. Cuban tells his own rags-to-riches story of how he became a multi-billion dollar success story.
- **INVISIBLES** by David Zweig. Why do some of the world's most talented, accomplished people choose to fly under the radar, hiding in the shadows rather than clamoring for the spotlight?
- **JIM CRAMER'S GET RICH CAREFULLY**, by James J. Cramer. The "Mad Money" host offers advice for investing in a changed market. Cramer explains—in plain English—why you can get rich in a prudent, methodical way, as long as you start now.
- **LIAR'S POKER**, by Michael Lewis. The time was the 1980s. The place was Wall Street. The game was called Liar's Poker.
- **LINCHPIN**, by Seth Godin. How to become one of those workers who figure out what to do when there's no rule book.
- **NAKED ECONOMICS** by Charles Wheelan and Burton G. Malkiel. Explains our global economy in a way that is (gasp!) actually entertaining.
- **NO ONE WOULD LISTEN**, by Harry Markopolos with others. The man who blew the whistle on Bernie Madoff and was ignored.
- **ON THE BRINK**, by Henry M. Paulson Jr. The Treasury secretary during the financial meltdown describes the decisions that were made.
- **OUTLIERS**, by Malcolm Gladwell. Why some people succeed — it has to do with luck and opportunities as well as talent.
- **PAYBACK TIME**, by Phil Town. A set of rules for investing in the right businesses at the right time.
- **POWER** by Robert Greene. Thousands of years of graft, management, rulership and ruthlessness compressed down into a slim 48 rules on how to take power, and crush your enemies. This is a warrior's guide to business. Amoral, cunning and vindictive, if you follow its advice you'll be a horrible person. A rich, horrible person.
- **PURPLE COW** by Seth Godin. Seth Godin's book looks at a number of incredibly successful brands, like Starbucks, Jetblue and Apple, and how they differentiated themselves from all the other companies around them.
- **QUICK AND NIMBLE** by Adam Bryant. An expert guided tour through the minds of the world's most innovative CEOs, sharing insights that are both enlightening and immensely practical.

- REWORK, by Jason Fried and David Heinemeier Hansson. Counterintuitive rules for small-business success, like “Ignore the details early on” and “Good enough is fine.”
- SCALING UP EXCELLENCE by Robert Sutton and Hayagreeva Rao. A landmark book full of rich case studies, powerful research evidence, and actionable ideas for anyone who cares about making groups or organizations more effective.
- SHARK TALES: HOW I TURNED \$1,000 INTO A BILLION DOLLAR BUSINESS by Barbara Corcoran. The inspiring true story of Shark Tank star Barbara Corcoran--and her best advice for anyone starting a business.
- START WITH WHY by Simon Sinek. Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty?
- STEVE JOBS, by Walter Isaacson. A biography of the recently deceased entrepreneur.
- STRENGTHS BASED LEADERSHIP, by Tom Rath and Barry Conchie. Three keys to being a more effective leader.
- SUPERFREAKONOMICS, by Steven D. Levitt and Stephen J. Dubner. A scholar and a journalist apply economic thinking to everything: the sequel.
- SWITCH, by Chip Heath and Dan Heath. How everyday people can effect transformative change at work and in life.
- THANKS FOR THE FEEDBACK by Douglas Stone and Sheila Heen. This is a potentially life-changing look at one of the toughest but most important parts of life: receiving feedback.
- THE ART OF THE START by Guy Kawasaki. Everyone has an idea for a business. Ideas are cheap. What’s expensive and hard and sometimes utterly soul destroying is turning that idea into a successful business. This is a manual for the entrepreneurs attempting to go from pitch to an established brand, and all the steps in-between.
- THE BIG SHORT, by Michael Lewis. The people who saw the real estate crash coming and made billions from their foresight.
- THE DEFINING DECADE by Meg Jay. Ever wondered where you are heading in life? Ever thought "I have the rest of my life to get my life in order." According to Dr. Meg Jay, a clinical psychologist specializing in twenty-something's, you may be underestimating the most important 10 years of your life.
- THE DILBERT PRINCIPLE by Scott Adams. The world’s most accurate description what goes on inside large corporations.
- THE INNOVATOR’S DILEMMA by Clayton Christensen. Even if you follow every rule on this list, if you do everything right, there’s a chance your business might not succeed. That’s where the Innovator’s Dilemma comes in, which works to show how good companies fall, and what it takes to grow.
- THE INTELLIGENT INVESTOR, by Ben Graham. This book has great relevance to the markets in general and should be read by any serious investor ... plus it is particularly pertinent to those who feel compelled to buy individual stocks. Many of today's most successful money managers obtained their original financial inspiration from this author.
- THE MILLIONAIRE NEXT DOOR, by Thomas Stanley and William Danko. If you can't save, it doesn't matter if your name is Warren Buffett. If you think the road to happiness runs past a Beemer and a McMansion, this book will scare you straight.
- THE PROMISE OF A PENCIL by Adam Braun. Have you ever considered starting your own nonprofit? Or at least working for one? After reading this, you might begin to seriously consider moving overseas after graduation to gain better understanding of how the less fortunate live (it's that inspirational of a read).
- THE QUANTS, by Scott Patterson. How a new breed of math whizzes conquered Wall Street and nearly destroyed it.
- THE SELLOUT, by Charles Gasparino. How Wall Street’s love affair with risk (and enormous profits) and government mismanagement caused the global economy.
- THE SMARTEST GUYS IN THE ROOM by Bethany McLean and Peter Elkind. The fall of Enron was a financial disaster that was heard around the world. Their financial maleficence was hidden so well for so many years that when it finally fell apart, and the executives walked away still rich while employees were devastated, the world was left agog
- THE SOFT EDGE: WHERE GREAT COMPANIES FIND LASTING SUCCESS, by Rich Karlgaard. Explains why innovation, to be sustainable, must be tempered with altruism.
- THE TOTAL MONEY MAKEOVER, by Dave Ramsey Debt reduction and fiscal fitness for families, by the radio talk-show host.
- THE WEALTH OF NATIONS by Adam Smith. This masterpiece of economic analysis was first published in 1776 (the same year as the Declaration of Independence); the foundation for modern economics and business thought.
- THINK LIKE A FREAK by Steven Levitt and Stephen Dubner. This book takes us behind the curtain with studies, stories, and illustrations that enrich our abilities to solve problems in our personal and professional lives.
- THINKING, FAST AND SLOW, by Daniel Kahneman. The winner of the Nobel in economic science discusses how we make choices in business and personal life and when we can and cannot trust our intuitions.
- THIS TIME IS DIFFERENT, by Carmen M. Reinhart and Kenneth S. Rogoff. Analyses of centuries of financial blunders.
- THRIVE by Arianna Huffington. In the quest for success, many people end up taking paths that they come to regret. Climbing up the ladder in pursuit of money and power, leaders and managers sacrifice their health and well-being, and miss out on meaningful opportunities to give back.
- TOO BIG TO FAIL, by Andrew Ross Sorkin. The 2008 financial implosion on Wall Street and in Washington, by a New York Times reporter and columnist.
- USE YOUR HEAD TO GET YOUR FOOT IN THE DOOR, by Harvey Mackay. Secrets for getting and keeping a job you truly love, at any age.
- WHAT GREAT SALESPEOPLE DO by Michael Bosworth and Ben Zoldan. The Science of Selling Through Emotional Connection and the Power of Story.