

## CESB Library

### Books Available for Check Out from CESB Office

*\$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future (The)*  
By Chris Guillebeau

*4-hour Work Week (The)*  
By Timothy Ferriss

*7 Habits of Highly Effective People: Guided Journal (Goals Journal, Self Improvement Book) (The)*  
By Stephen R. Covey & Sean Covey

*A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas*  
By Warren Bergen

*Accounting Made Simple*  
By Mike Piper

*Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series)*  
By Linda Pinson

*Art of Strategic Leadership: How Leaders at All Levels (The)*  
By Stephen Stowell & Stephanie Mead

*Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones*  
By James Clear

*Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth*  
By W. Chan Kim & Renee Mauborgne

*Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant*  
By W. Chan Kim & Renee A. Mauborgne

*Building a StoryBrand: Clarify Your Message So Customers Will Listen*  
By Donald Miller

*Business Basics Bootcamp: The Ultimate Crash Course*  
By Mitche Graf

*Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*  
By Alexander Osterweld & Yves Pigneur

*Business of Good: Social Entrepreneurship and the New Bottom Line (The)*  
By Jason Haber

*Ca\$hvertising: How to Use More Than 100 Secrets of Ad-agency Psychology to Make Big Money Selling Anything to Anyone*

By Drew Eric Whitman

*CAD Monkeys, Dinosaur Babies, and T-Shaped People: Inside the World of Design Thinking and How It Can Spark Creativity and Innovation (formerly Glimmer)*

By Warren Berger

*Captivate: The Science of Succeeding with People*

By Vanessa Van Edwards

*Chatter: The Voice in Our Head, Why It Matters, and How to Harness It*

By Ethan Cross

*Choose Possibility: Take Risks and Thrive (Even When You Fail)*

By Sukhinder-Singh-Cassidy

*Company of One: Why Staying Small Is the Next Big Thing for Business*

By Paul Jarvis

*Complete Book of Business Plans: Simple Steps to Writing Powerful Business Plans, 2nd ed. (The)*

By Joseph A. Covello & Brian J. Hazelgren

*Creator's Code (The)*

By Amy Wilkinson

*Crossroads between Should and Must: Find and Follow Your Passion (The)*

By Elle Luna

*Crushing It!: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too*

By Gary Vaynerchuk, Rich Roll, et al.

*Dare to Lead. Tough Conversations. Whole Hearts.*

By Brene Brown

*Decision-Making and Problem-Solving for Business: A Practical Guide*

By Sorin Dumitrascu

*Deep Work: Rules for Focused Success in a Distracted World*

By Cal Newport

*Design the Life You Love: A Step-by-Step Guide to Building a Meaningful Future*

By Ayse Birsel

*Disciplined Entrepreneurship: 24 Steps to a Successful Startup*

By Bill Aulet

*Dream Big: Know What You Want, Why You Want It, and What You're Going to Do About It*

By Bob Goff

*E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It (The)*

By Michael Gerber

*Entrepreneurial Finance, Fourth Edition: Finance and Business Strategies for the Serious Entrepreneur*

By Steven Rogers

*Essentialism: The Disciplined Pursuit of Less*

By Greg McKeown

*Financial Intelligence for Entrepreneurs: What You Really Know About the Numbers*

By Karen Berman, Joe Knight, et al.

*First, Break All the Rules: What the World's Greatest Managers Do Differently*

By Marcus Buckingham

*Girl, Stop Apologizing*

By Rachel Hollis

*Girlboss*

By Sophia Amoruso

*Greater Good: Social Entrepreneurship for Everyday People Who Want to Change the World (The)*

By Madeleine Shaw

*Grit to Great: How Perseverance, Passion and Pluck Take You from Ordinary to Extraordinary*

By Linda Kaplan Thaler & Robin Kind

*Hard Thing About Hard Things: Building a Business When There Are No Easy Answers (The)*

By Ben Horowitz

*Hooked: How to Build Habit-Forming Products*

By Nir Eyal

*How to Win Friends & Influence People*

By Dale Carnegie

*Infinite Game (The)*

By Simon Sinek

*Influence, New and Expanded: The Psychology of Persuasion*

By Robert Cialdini

*Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (The)*

By Clayton Christensen

*Inspired: How to Create Tech Products Customers Love*

By Marty Cagan

*Lean Start Up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (The)*

By Eric Ries

*Made to Stick: Why Some Ideas Survive and Others Die*

By Chip Heath & Dan Heath

*Making Things Happen: Mastering Project Management*

By Scott Berkun

*Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business*

By Donald Miller & J.J. Peterson

*Mastery*

By Robert Greene

*Measure What Matters: How Google, Bono and the Gates Foundation Rocks the World with OKRs*

By John Doerr

*Never Eat Alone, Expanded and Updated: And Other Secrets to Success, One Relationship at a Time*

By Keith Ferrazzi and Tahl Raz

*Noise: A Flaw in Human Judgement*

By Daniel Kahneman et al

*Nudge: Improving Decisions about Health, Wealth and Happiness*

By Richard Thaler & Carl Sunstein

*On Writing Well: The Classic Guide to Writing Nonfiction*

By William Zinsser

*One Page Business Plan Professional Consultant Edition (The)*

By Jim Horan

*Passion and Purpose: Stories from the Best and Brightest Young Business Leaders*

By John Coleman, Dan Gulati, et al

*Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success (The)*

By Nicholas Lore

*Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine*

By Mike Michalowicz

*Purple Cow: Transform Your Business by Being Remarkable*

By Seth Godin

*Rework*

By Jason Fried & David Heinemeier Hansson

*Rise and Grind: Outperform, Outwork, and Outhustle Your Way to a More Successful and Rewarding Life*

By Daymond John

*Running Lean: Iterate from Plan A to a Plan that Work*

By Ash Maurya

*Sales Secrets: The World's Top Salespeople Share Their Secrets to Success*  
By Brandon Bornancin & Keith Rosen

*Scaling Lean: Mastering the Key Metrics for Startup Growth*  
By Ash Maurya

*Show Your Work!: 10 Ways to Share Your Creativity and Get Discovered*  
By Austin Kleon

*Small Business Start-Up Kit: A Step-by-Step Legal Guide (The)*  
By Peri Pakroo

*Smartcuts: How Hackers, Innovators and Icons Accelerate Success*  
By Shane Snow

*SPIN® -Selling (2020 edition)*  
By Neil Rackham

*Start with Why: How Great Leaders Inspire Everyone to Take Action*  
By Simon Sinek

*Starting a Business Quickstart Guide*  
By Ken Colwell

*Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company (The)*  
By Steve Blank & Bob Dorf

*Strategic Customer Service: Managing the Customer Experience to Increase Positive Word of Mouth, Build Loyalty, and Maximize Profits*  
By John Goodman

*Traction: Get A Grip On Your Business*  
By Gino Wickman

*Value Proposition Design: How to Create Products and Services Customers Want*  
By Alexander Osterwalder, Yves Pigneur, et al.

*War of Art: Break Through the Blocks and Win Your Inner Creative Battles (The)*  
By Steven Pressfield & Shawn Coyne

*Who Not How: The Formula to Achieve Bigger Goals Through Accelerating Teamwork*  
By Dan Sullivan

*Your Next Five Moves: Master the Art of Business Strategy*  
By Patrick Bet-David

*Zero to One: Notes on Startups, Or How to Build the Future*  
By Peter Thiel