### Personal Effectiveness
- *So Smart But...: How Intelligent People Lose Credibility - and How They Can Get it Back* by Allen N. Weiner and Don Robert
- *Good to Great* by Jim Collins
- *One Minute Manager* by Ken Blanchard
- *Execution: The Discipline of Getting Things Done* by Larry Bossidy and Ram Charan
- *The Effective Executive* by Peter Drucker
- *Ready for Anything* by David Allen
- *The Simplicity Survival Handbook* by Bill Jensen
- *10 Days to Faster Reading* by Abby Marks-Beale
- *The Dip* by Seth Godin
- *Cut to the Chase* by Stuart Levine
- *On Writing Well* by William Zinsser
- *Bit Literacy* by Mark Hurst
- *The Path of Least Resistance* by Robert Fritz
- *The Little Green Book of Getting Your Way* by Jeffrey Gitomer

### Applied Psychology
- *StrengthsFinder 2.0* by Tom Rath
- *The Personality Code* by Travis Bradberry
- *How to Win Friends and Influence People* by Dale Carnegie
- *Crucial Conversations* by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- *Secrets of Consulting* by Gerald M. Weinberg
- *Influence: The Psychology of Persuasion* by Robert B. Cialdini
- *Sources of Power: How People Make Decisions* by Gary Klein
- *Deep Survival* by Laurence Gonzales
- *3-D Negotiation* by David A. Lax and James K. Sebenius
- *Bargaining For Advantage* by G. Richard Shell
- *Made to Stick* by Chip and Dan Heath

### Commercialization
- *The Art of Project Management* by Scott Berkun
- *Product Design and Development* by Karl Ulrich and Steven Eppinger
- *The Design of Everyday Things* by Donald Norman
- *The Goal* by Eliyahu Goldratt
- *Lean Thinking* by James Womack and Daniel Jones
- *All Marketers Are Liars* by Seth Godin
- *Citizen Marketers* by Ben McConnell and Jackie Huba
- *Getting Everything You Can Out of All You've Got* by Jay Abraham
- *The Ultimate Sales Machine* by Chet Holmes
Entrepreneurship
• Bankable Business Plans by Edward Rogoff
• The 4-Hour Workweek by Timothy Ferriss
• The Art of the Start by Guy Kawasaki
• The Bootstrapper’s Bible by Seth Godin
• How to Make Millions with Your Ideas by Dan Kennedy
• Getting Started in Consulting by Alan Weiss
• Innovation and Entrepreneurship by Peter F. Drucker

Management
• The 21 Laws of Leadership by John Maxwell
• The Practice of Management by Peter F. Drucker
• First, Break All The Rules by Marcus Buckingham and Curt Coffman
• 12: The Elements of Great Managing by Rodd Wagner and James Harter
• Growing Great Employees by Erika Andersen
• The Halo Effect by Phil Rosenzweig
• The Unwritten Laws of Business by W.J. King

Strategy
• Purpose: The Starting Point of Great Companies by Nikos Mourkogiannis
• Competitive Strategy by Michael Porter
• Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne
• Seeing What’s Next by Clayton M. Christensen, Erik A. Roth, and Scott D. Anthony
• The Elegant Solution by Matthew E. May

Analysis
• Essentials of Accounting (9th Edition) by Robert N. Anthony and Leslie K. Breitner
• The McGraw-Hill 36-Hour Course in Finance by Robert A. Cooke
• How to Read a Financial Report by John A. Tracy
• Marketing Metrics by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein
• The 80/20 Principle by Richard Koch
• How to Lie with Statistics by Darrell Huff

Business History
• Money and Power: The History of Business by Howard Means
• An Empire of Wealth by John Steele Gordon
• Brand New by Nancy F. Koehn
• Founders at Work by Jessica Livingston
• The Book of Business Wisdom by Peter Krass
• The Book of Leadership Wisdom by Peter Krass
• The Book of Management Wisdom by Peter Krass
• The Book of Entrepreneurs' Wisdom by Peter Krass
• The Book of Investing Wisdom by Peter Krass

Business Reference
• Business: The Ultimate Resource from Basic Books
• Universal Principles of Design by William Lidwell, Kritina Holden, and Jill Butler
• Finance for the Non-Financial Manager by Gene Siciliano
• The Streetwise Small Business Book of Lists edited by Gene Marks
• Law 101 by Jay M. Feinman
• Principles of Statistics by M.G. Bulmer

* These books were recommended by members of the Society of Actuaries and are not endorsed in any way by the SOA.