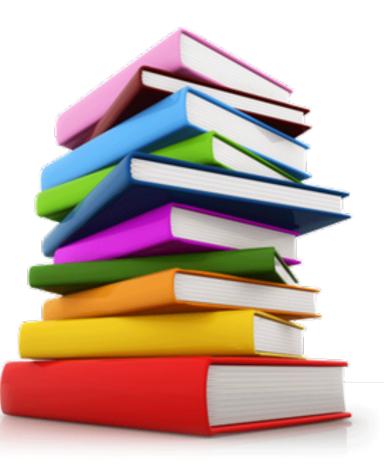
Inc. CEO Project Favorite Books

-	A
Title	Author
The Profit Zone	Adrian J. Slywotzky & David J. Morrison
The Discipline of Market Leaders	Treacy Wiersema
Who	Geoff Smart and Randy Street
Competitive Strategy	Michael Porter
The Goal A Process of Ongoing Improvement	Eliyahu M. Goldratt
Reengineering the Corporation	Michael Hammer and James Champy
The Innovators Solution	Clayton Christensen and Michael Raynor
No Man's Land	Doug Tatum
Customer Intimacy	Fred Wiersema
Successful Large Account Management	Miller, Heiman, and Tuleja
Managing Across Borders	Bartlett Ghoshal
The Art of the Long View	Peter Schwartz
Profit Patterns	Adrian J. Slywotzky & David J. Morrison
Give & Take	Chester Karrass
Barbarians to Bureaucrats	Lawrence M. Miller
The Ultimate Question	Fred Reichheld
How to Stop Working and Start Living	Dale Carnegie
Good to Great	Jim Collins
Great by Choice	Jim Collins



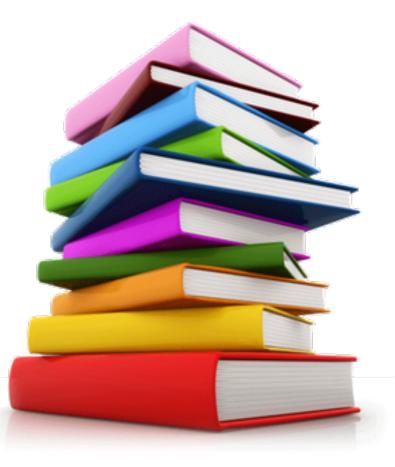




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Favorite Books

Title	Author
Traction	Gino Wickman
Quite	Susan Cain
The Culture Engine	S. Chris Edmonds
Atomic Habits	James Clear
Execution	Larry Bossidy
Blue Ocean Strategy	W. Chan Kim
Miracle Mornings	Hal Elrod
Tools of Titans	Tim Ferris
Shoe Dog	Phil Knight
Leading Leaders: How to Manage Smart,	Jeswalk Salacuse
Talented, Rich and Powerful People	
Necessary Endings: The Employees,	Dr. Henry Cloud
Businesses and Relationships That All of Us	
Have to Give Up in Order to Move Forward	
The Advantage: Why Organizational Health	Patrick Lencioni
Trumps Everything Else In Business	
Topgrading for Sales	Bradford D Smart and Greg Alexander
Switch	Chip Heath and Dan Heath
Five Frogs on a Log	Mark Feldman and Michael Spratt



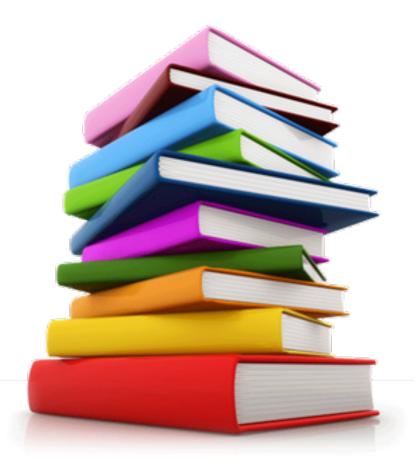




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Favorite Books

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Title	Author
First, Break All the Rules: What the	Marcus Buckingham and Gallup
world's Greatest Managers Do	Organization
Differently Hardcover	
Psychology of Influence	Robert Cialdini
The Leadership Moment: Nine True	Michael Useem
Stories of Triumph and Disaster and Their	
Lessons for Us All	
Team of Rivals: The Political Genius of	Doris Kearns Goodwin
Abraham Lincoln	
The First 90 Days, Updated and	Michael Watkins
Expanded: Proven Strategies for Getting	
Up to Speed Faster and Smarter	
The Power of Habit: Why We Do What	Charles Duhigg
We Do in Life and Business	
The Messy Middle: Finding Your Way	Scott Belsky
Through the Hardest and Most Crucial	
Part of Any Bold Venture	
Hyperfocus	Chris Baily
Digital Minimalism: Choosing a Focused	Cal Newport
Life in a Noisy World	
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Title	Author
Scaling Up by Verne Harnish	Verne Harnish
Crossing the Chasm	Geoffrey Moore
The Five Dysfunctions of a Team	Patrick Lencioni
Fierce Conversations and Fierce	Susan Scott
Leadership	
A World Without Email	Cal Newport
Never Split the Difference	Chris Voss
WHEN	Dan Pink
Endurance: Shackleton's Incredible	Alfred Lansing
Voyage	
Toughness: Developing True	Jay Bilas and Coach K
Strength On and Off the Court	

