

## THE ENTREPRENEUR'S BOOKSHELF

- [The Art of the Start](#), by Guy Kawasaki
- [Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant](#), by W. Chan Kim and Renee Mauborgne
- [Bootstrapping](#), by Jeffrey Cornwell
- [Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers](#), by Alexander Osterwalder and Yves Pigneur
- [Competitive Advantage: Creating and Sustaining Superior Performance](#),  
by Michael Porter
- [Competitive Strategy: Techniques for Analyzing Industries and Competitors](#), by Michael Porter
- [Crossing the Chasm](#), by Geoffrey A. Moore
- [Entrepreneurship for Scientists and Engineers](#), by Kathleen Allen
- [Get Backed: Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams](#), by Evan Baehr and Evan Loomis
- [Getting Things Done: The Art of Stress-Free Productivity](#), by David Allen
- [Good to Great: Why Some Companies Make the Leap and Others Don't](#),  
by Jim Collins

- [\*\*The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail\*\*](#), by Clayton Christiansen
- [\*\*The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets\*\*](#), by Brandt Cooper and Patrick Vlaskovits
- [\*\*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses\*\*](#), by Eric Ries
- [\*\*Made to Stick: Why Some Ideas Survive and Others Die\*\*](#), by Chip Heath and Dan Heath
- [\*\*Positioning: The Battle for Your Mind\*\*](#), by Jack Trout and Al Ries
- [\*\*Preparing Effective Business Plans\*\*](#), by Bruce Barringer
- [\*\*The Start-Up Nation: The Story of Israel's Economic Miracle\*\*](#), by Dan Senor and Saul Singer
- [\*\*The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company\*\*](#), by Steve Blank and Bob Dorf
- [\*\*Steve Jobs\*\*](#), by Walter Isaacson
- [\*\*Think and Grow Rich\*\*](#), by Napoleon Hill
- [\*\*Thinking Fast and Slow\*\*](#), by Daniel Kahneman

- [\*\*The Tipping Point: How Little Things Can Make a Big Difference\*\*](#), by Malcolm Gladwell
- [\*\*Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist\*\*](#), by Brad Feld and Jason Mendelson
- [\*\*Zero to One: Notes on Startups, or How to Build the Future\*\*](#), by Peter Thiel