

Reading List 2021 - 2022

A list of inspiring books for entrepreneurs and business leaders curated by our very own Innovation Directors. Happy Reading!

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1 Growth and Scaleup

Blitzscaling - By Read Hoffman

From Garage Startup to awesome brands – great case studies

Crossing the Chasm - By Geoffrey A. Moore

An amazing book to help early stage entrepreneurs figure out their strategy

Oversubscribed - By Daniel Priestly

How to get customers queueing up to use your Products and Services

Sifted - Sifted | Startup Europe explored through grown up reporting.

A FT backed resource for all things start-up and scaleup across Europe

2 Differentiation/Branding

The Brand Flip - By Marty Neumeier

Why customers now run companies, and how to profit from it

Zag - By Marty Neumeier

A fresh view of brand strategy and how to harness the power of differentiation

3 Effectiveness

Atomic Habits - By James Clear

Top Tips on getting things done simply and creating effective habits

The Lean Startup - By Eric Ries

Using continuous innovation to create radically successful businesses

Good to Great - By Jim Collins

A roadmap to excellence, with dozens of supporting case studies

Radical Candor - By Kim Scott

How to get what you want by saying what you mean

Never Split the Difference - By Chris Voss

Negotiating as if your life depends on it

Start with Why - By Simon Sinek

It doesn't matter what you do, it's about WHY you do it. Great case studies included

Miracle Morning - By Hal Elrod

6 best practices to improve your morning routine and transform your life

4 Leadership

Multipliers - By Liz Wiseman

How Smart leaders can make everyone else smarter and more innovative

Leadership Secrets of Atilla the Hun - By Wess Roberts

Discover the leadership secrets of the warrior who shaped an aimless tribe into undisputed rulers

Leading Beyond the Ego - By Danielle Grant and Greg Young

A vital point of reference for organizational leadership development

Originals (How non-conformists change the world) - By Adam Grant

Extraordinary counter-intuitive insights around how to originate new ideas, speak up and overcome challenges such as imposter syndrome

5 Learning from the Masters / Autobiography

The Ride of a Lifetime - By Bob Iger

How the Disney CEO helped embed culture, creativity and leadership everywhere he went

Zero to One - By Peter Thiel and Blake Masters

Some great thoughts about entrepreneurs and start-ups

Greenlights – By Matthew McCaughanhey

Entertaining memoir with lots of life lessons to support increased life satisfaction

6 Spiritual / Mindset and Well-being

A New Earth – By Eckhart Tolle

Spiritual self-help and improvement book to support life purpose, health and happiness

Code of the Extraordinary Mind – By Vishen Lakhiani

How to think like a non-conformist

Buddha and the Badass – By Vishen Lakhiani

The spiritual art of succeeding at work

Why We Sleep - By Matthew Walker

Everything you might ever want to know about the importance of sleep