



# Practice Advantage

## Reading List

### **Design Your Life**

Bill Burnett and Dave Evans

### **Change By Design**

Tim Brown

### **Getting To Yes**

Roger Fisher, William Ury,  
and Bruce Patton

### **Influence: Science And Practice**

Robert Cialdini

### **Breathe**

James Nestor

### **Your Day, Your Way: The Fact and Fiction Behind Your Daily Decisions**

Timothy Caulfield

### **The Idea Driven Organization: Unlocking The Power Of Bottom-Up Ideas**

Alan Robinson

### **The Culture Code: The Secrets Of Highly Successful Groups**

Daniel Coyle

### **The Infinite Game**

Simon Sinek

### **Leaders Eat Last**

Simon Sinek

### **Traction: Get A Grip On Your Business**

Gino Wickman

### **The President's Daughter**

James Patterson and Bill Clinton

### **Losing My Virginity**

Richard Branson

### **Undisputed Truth**

Mike Tyson

### **21 Irrefutable Laws Of Leadership**

John Maxwell

### **Deceptive Delivery**

Mark Graham

### **Leadership: Theory And Practice**

Peter Northouse

### **Speaking Frankly About Customer Experience Management**

JC Quintana

### **Series Relationships: The 7 Elements Of Successful Business Relationships**

JC Quintana

### **CRM To The People**

JC Quintana

### **The E-Myth**

Michael Gerber

### **Beyond Entrepreneurship 2.0**

Jim Collins

### **An Unquenchable Thirst: A Memoir**

Mary Johnson

### **The Engagement Ring**

Lee Ann Pond

# Reading List

Page 2 of 4

## **You're Not Listening: What You're Missing And Why It Matters**

Kate Murphy

## **Social Chemistry: Decoding The Elements Of Human Connection**

Marissa King

## **Think Again: The Power Of Knowing What You Don't Know**

Adam Grant

## **Presenting Virtually**

Patti Sanchez

## **The Long Game**

Dorie Clark

## **Crossroads**

Jonathan Franzen

## **The Forever Transaction**

Robbie Kellman Baxter

## **The Membership Economy**

Robbie Kellman Baxter

## **Sapiens: A Brief History Of Humankind**

Yuval Noah Harari

## **Homo Deus: A Brief History Of Tomorrow**

Yuval Noah Harari

## **Make Your Next Shot Your Best Shot**

Dr. Bob Rotella

## **A Troublesome Inheritance**

Nicholas Wade

## **The Four Agreements**

Miguel Ruiz

## **Business Outside**

Bart Foster

## **Redeeming Your Time**

Jordan Raynor

## **Tools Of The Titans**

Tim Ferriss

## **The System**

Joth Ricci

## **Verity**

Colleen Hoover

## **The Second Mountain**

David Brooks

## **Predictably Irrational**

Dan Ariely

## **On The Road**

Jack Kerouac

## **Word Of Mouth Marketing**

Andy Sernovitz

## **The Bold Ones**

Shawn Kanungo

## **The Almanack Of Naval Ravikant**

Eric Jorgensen

## **The Millennial Whisperer**

Chris Tuff

## **Save Your Asks**

Chris Tuff

## **Terminal List**

Jack Carr

## **Emotional Intelligence 2.0**

Joseph Griffith

# Reading List

Page 3 of 4

## **Nightwork**

Nora Roberts

## **The First Major**

John Feinstein

## **Coach K: The Rise And Reign Of Mike Krzyzewski**

Ian O'Conner

## **The Dynasty**

Jeff Benedict

## **Game: An Autobiography**

Grant Hill

## **S.C.O.R.E For Life**

Jeff Fannin

## **Winning With People**

John Maxwell

## **The Power Of One More**

Ed Mylett

## **Smart Brevity: The Power Of Saying More With Less**

Jim VandeHei, Mike Allen,  
Roy Schwartz

## **From Strength To Strength**

Arthur Brooks

## **The Omnivore's Dilemma**

Michael Pollan

## **Five Dysfunctions Of A Team**

Pat Lencioni

## **Daring Greatly**

Brené Brown

## **Drive**

Daniel Pink

## **Stop Overthinking**

Nick Trenton

## **The Missing**

Kiersten Modglin

## **The 7 Habits Of Highly Effective People**

Stephen Covey

## **The Great Game Of Business**

Jack Stack

## **Think Like a Monk**

Jay Shetty

## **Atlas Of The Heart**

Brené Brown

## **Say What You Mean**

Oren Sofer

## **The 12 Week Year**

Brian Moran

## **How To Be Heard**

Julian Treasure

## **Who Do We Choose To Be**

Margaret Wheatley

## **The Age of AI**

Henry Kissinger

## **The AI Superpowers**

Kai-Fu Lee

## **Positive Money**

Cindy Morgan Jaffe

## **Truman**

David McCullough

## **I Must Say**

Martin Short

# Reading List

Page 4 of 4

## **Pillar Based Marketing**

Ryan Brock

## **The Covenant Of Water**

Abraham Verghese

## **Buy Back Your Time**

Dan Martell

## **Quiet – The Power Of Introverts In A World That Won't Stop Talking**

Susan Cain

## **She Thinks Like A Boss Boss**

Jemma Roedel

## **In the Garden Of Beasts**

Erik Larson

## **Revival**

Steven King

## **The Score Takes Care Of Itself**

Bill Walsh

## **The Tetris Effect**

Dan Ackerman

## **Shift Your Brilliance**

Simon Bailey

## **Becoming Supernatural**

Dr. Joe Dispenza

## **The Lifestyle Investor**

Justin Donald