

ELI Reading List 2015

Habit

by William James

Punished by Rewards: The Trouble with Gold Stars, Incentive Plans, A's, Praise, and Other Bribes

by Alfie Kohn

Influence: Science and Practice

by Robert B. Cialdini

Nudge: Improving Decisions About Health, Wealth, and Happiness

by Richard H. Thaler

Essentialism: The Disciplined Pursuit of Less

by Greg McKeown

To Sell is Human: The Surprising Truth About Moving Others

by Daniel H. Pink

Zero to One: Notes on Startups, or How to Build the Future

by Peter Thiel and Blake Masters

Thinking, Fast and Slow

by Daniel Kahneman

There is no excerpt because this is a protected post.

Willpower: Rediscovering the Greatest Human Strength

by Baumesiter & Tierney

Grow or Die: The Unifying Principle of Transformation

by George Land

The Power of Habit: Why We Do What We Do in Life and Business

by Charles Duhigg

The Power of Positive Deviance: How Unlikely Innovators Solve the World's Toughest Problems

by Richard Pascale, Jerry Stermin & Monique Stermin

[The Fifth Discipline: The Art and Practice of the Learning Organization](#)

by Peter M. Senge

[The E Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#)

by Michael E. Gerber

[The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail](#)

by Clayton Christensen

[The Mismeasure of Man](#)

by Stephen Jay Gould

[Sources of Power: How People Make Decisions](#)

by Gary Klein

[The Millionaire Next Door: The Surprising Secrets of America's Wealthy](#)

by Thomas J. Stanley & William D. Danko

[Creating Innovators: The Making of Young People Who Will Change the World](#)

by Tony Wagner

[Freakonomics: A Rogue Economist Explores the Hidden Side of Everything](#)

by Steven D. Levitt & Stephen J. Dubner

[Outliers: The Story of Success](#)

by Malcolm Gladwell

[The Seven Habits of Highly Successful People: Powerful Lessons in Personal Change](#)

by Stephen R. Covey

[Man's Search For Meaning](#)

by Viktor E. Frankl

[The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup](#)

by Noam Wasserman

[Mindset: The New Psychology of Success](#)

by Carol S. Dweck

[The Startup Owners Manual: The Step-by-Step Guide for Building a Great Company](#)

by Steve Blank & Bob Dorf

The Person and the Situation: Perspectives of Social Psychology

by Lee Ross & Richard E. Nisbett

The Origin and Evolution of New Businesses

by Amar Bhidé

Quick and Nimble: Lessons from Leading CEOs on how to Create a Culture of Innovation

by Adam Bryant