

## The Personal MBA

*By Josh Kaufman*

Many people assume they need to attend business school to learn how to build a successful business. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few important ideas and principles. The Personal MBA provides an overview of the essentials of every major business topic. **NF Business Mngmnt**

## Shoe Dog

*By Philip H. Knight*

Fresh out of business school, Phil Knight borrowed fifty dollars and launched a company with one mission: import high-quality, low-cost running shoes. Selling the shoes from the trunk of his car, Knight grossed eight thousand dollars that first year. Today, Nike's annual sales top \$30 billion, and its swoosh is an instantly recognized icon. **NF Biography Knight**

## The Small Business Start-Up Kit

*By NOLO, Peri Pakroo*

Your one-stop guide to starting a small business. Want to start a business? Don't know where to begin? The Small Business Start-Up Kit shows you how to set up a small business in your state, while clearing state and local bureaucratic hurdles. **NF Business Sml Bus**

## Small Time Operator

*By Bernard B. Kamoroff*

Small Time Operator is one of the most popular business start-up guides ever. In clear, easy-to-understand language, the author covers: Getting permits and licenses, how to finance a business, creating and using a business plan, choosing and protecting a business name, hiring employees, and more! **NF Business Sml Bus**

## Start with Why

*By Simon Sinek*

Start with Why shows that leaders who have had the greatest influence in the world all think, act and communicate the same way. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY. **NF Business Mngmnt**

## Think and Grow Rich

*By Napoleon Hill*

Napoleon Hill, the most famous of all teachers of success, spent "a fortune and the better part of a lifetime of effort" to produce the "Law of Success" philosophy that forms the basis of his books. Originally published in 1937, Think and Grow Rich has refreshed terminology and examples for a new generation of readers.

**NF SelfHelp PersGro**

## Traction: Get a Grip on Your Business

*By Gino Wickman*

Do you have a grip on your business, or does your business have a grip on you? In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. **NF Business Mngmnt**

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## [The 7 Habits of Highly Effective People](#)

*By Stephen Covey*

This beloved classic presents a principle-centered approach for solving both personal and professional problems. With penetrating insights and practical anecdotes, Stephen R. Covey reveals a step-by-step pathway for living with fairness, integrity, honesty, and human dignity—principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

**NF SelfHelp PersGro**

## [The Culture Code](#)

*By Daniel Coyle*

Where does great culture come from? How do you build and sustain it in your group, or strengthen a culture that needs fixing? Daniel Coyle goes inside some of the world's most successful organizations—including the U.S. Navy's SEAL Team Six, IDEO, and the San Antonio Spurs—and reveals what makes them tick. He demystifies the culture-building process by identifying three key skills that generate cohesion and cooperation, and explains how diverse groups learn to function with a single mind. **NF Business**

## [Dare to Lead](#)

*By Brené Brown*

Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We lean into vulnerability when it's necessary to do good work.

**NF Business Mngmnt**

## [The E-Myth Revisited](#)

*By Michael E. Gerber*

Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business.

business -- from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective. **NF Business Sml Bus**

## [Essentialism: The Disciplined Pursuit of Less](#)

*By Greg McKeown*

Essentialism is more than a time-management strategy or a productivity technique. It is a *systematic discipline* for discerning what is absolutely essential, then eliminating everything that is not, so we can make the highest possible contribution toward the things that really matter. **NF Soc Sci Psych**

## [How to Write a Business Plan](#)

*By NOLO, Mike P. McKeever*

You need a sound business plan to start a business or raise money to expand an existing one. For over 30 years, *How to Write a Business Plan* has helped fledgling entrepreneurs--from small service businesses and retailers to large manufacturing firms--write winning plans and get needed financing. **NF Business Sml Bus**

## [The Leadership Challenge](#)

*By James M. Kouzes & Barry Z. Posner*

The Leadership Challenge is the gold-standard manual for effective leadership, grounded in research and written by the premier authorities in the field. With deep insight into the complex interpersonal dynamics of the workplace, this book positions leadership both as a skill to be learned, and as a relationship that must be nurtured to reach its full potential. **NF Business Mngmnt**

## [The Lean Startup](#)

*By Eric Ries*

Most startups fail. But many of those failures are preventable. *The Lean Startup* approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated

learning," rapid scientific experimentation, and a number of practices that shorten product development cycles. **NF Business Sml Bus**

## [Legal Guide for Starting & Running a Small Business](#)

*By NOLO, Fred Steingold*

Whether you're just starting a small business, or your business is already up and running, legal questions crop up on an almost daily basis. Ignoring them can threaten your enterprise--but hiring a lawyer to help with routine issues can devastate the bottom line. The 16th edition is completely updated with the latest legal information and tax rules for small businesses under the Tax Cuts and Jobs Act. **NF Business Sml Bus**

## [Mindset-Updated Edition](#)

*By Carol S. Dweck*

World-renowned Stanford University psychologist Carol Dweck, in decades of research on achievement and success, has discovered a truly groundbreaking idea--the power of our mindset. Dweck explains why it's not just our abilities and talent that bring us success--but whether we approach them with a fixed or growth mindset. **NF SelfHelp**

## [Never Split the Difference](#)

*By Chris Voss*

Life is a series of negotiations you should be prepared for: buying a car, negotiating a salary, buying a home, renegotiating rent, deliberating with your partner. Taking emotional intelligence and intuition to the next level, *Never Split the Difference* gives you the competitive edge in any discussion. **NF Business**