

# 16 Powerful Books Every Entrepreneur Must Read

Save and complete this free checklist of my favorite entrepreneur and marketing books. As the founder of Crazy Egg, Hello Bar and KISSmetrics, I highly recommend investing your time into reading each of these books.



## • **Favorite Entrepreneur Books**

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- Art of the Start by Guy Kawasaki

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  - The Dip by Seth Godin

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  - Lean Startup by Eric Ries

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  - The One Thing by Gary W. Keller and Jay Papasan

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  - Delivering Happiness by Tony Hsieh

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  - Losing My Virginity by Richard Branson

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  - Built to Last by James C. Collins and Jerry I. Porras

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  - Confessions of an Advertising Man by David Ogilvy

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  - Traction by Gino Wickman

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## • **Favorite Marketing Books**

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- Purple Cow by Seth Godin

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  - Hug Your Haters by Jay Baer

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  - Ogilvy on Advertising by David Ogilvy

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  - The 22 Immutable Laws of Marketing by Al Ries and Jack Trout

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  - Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim

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  - Positioning by Al Ries and Jack Trout

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  - Trust Me I'm Lying by Ryan Holiday

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