

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

 - The Dip by Seth Godin

 - Lean Startup by Eric Ries

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

 - Delivering Happiness by Tony Hsieh

 - Losing My Virginity by Richard Branson

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

 - Confessions of an Advertising Man by David Ogilvy

 - Traction by Gino Wickman

• Favorite Marketing Books

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- Purple Cow by Seth Godin

 - Hug Your Haters by Jay Baer

 - Ogilvy on Advertising by David Ogilvy

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

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

 - Positioning by Al Ries and Jack Trout

 - Trust Me I'm Lying by Ryan Holiday

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