## 52 Books

## You Must Read to Lead in Business and at Home



**JAMES QUANDAHL** 

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# LEADERSHIP



## 1. Extreme Ownership

#### by Jocko Willink & Leif Babin

An updated edition of the blockbuster bestselling leadership book that took America and the world by storm, two U.S. Navy SEAL officers who led the most highly decorated special operations unit of the Iraq War demonstrate how to apply powerful leadership principles from the battlefield to business and life.



## 2. So Good They Can't Ignore You

#### by Carl Newport

In this eye-opening account, Cal Newport debunks the long-held belief that "follow your passion" is good advice. Not only is the cliché flawed-preexisting passions are rare and have little to do with how most people end up loving their work-but it can also be dangerous, leading to anxiety and chronic job hopping.



## 3. Company of One

#### by Paul Jarvis

What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter solution is simply to remain small? This book explains how to do just that.



## 4. Taking Men Alive

#### by Jim Wilson

Entertaining and intensely practical, *Taking Men Alive* is an inspiring evangelistic meditation and a powerful handbook for determining what spiritual state your neighbor is in and how you should approach taking his heart for the Lord Jesus Christ. *Taking Men Alive* is the third and final handbook in Jim Wilson's Practical Evangelism series, following *Principles of War and Weapons & Tactics*.



### 5. The Checklist Manifesto

#### by Atul Gawande

In his latest bestseller, Atul Gawande shows what the simple idea of the checklist reveals about the complexity of our lives and how we can deal with it.

"IF YOU'RE A COMPANY OF ONE, YOUR MIND-SET IS TO BUILD YOUR BUSINESS AROUND YOUR LIFE, NOT THE OTHER WAY AROUND. FOR ME, BEING A COMPANY OF ONE MEANS NOT HAVING TO BOTHER WITH INFINITE GROWTH, SINCE THAT WAS NEVER THE PURPOSE OF MY WORKING. INSTEAD, I JUST FOCUS ON MAXIMIZING WORK IN A WAY THAT WORKS FOR ME, WHICH CAN SOMETIMES MEAN DOING LESS. WORK CAN BE DONE AT A PACE THAT SUITS MY SANITY RATHER THAN ONE THAT SUPPORTS COSTLY OVERHEAD, EXPENSES, OR SALARIES. AS MUCH AS I ENJOY GROWING MY WEALTH, I ALSO REALIZE THAT THERE'S A POINT OF DIMINISHING RETURNS IF I DON'T ALSO TAKE CARE OF MYSELF AND MY WELL-BEING."

#### **Paul Jarvis**

# PRODUCTIVITY



## 6. Time Rich

#### by Steve Glaveski

Most of us wouldn't dare give away our money, but when it comes to time, we let it go without a second thought. Business and creative professionals often dedicate long hours to their work, with little to show for it. We take on more than we should, we treat everything as urgent, and we attend pointless meetings. This book can help you see where you might be sabotaging your own goals. *Time Rich* helps you identify where you're losing personal time and mismanaging career time.



## 7. Deep Work

#### by Carl Newport

Deep work is the ability to focus without distraction on a cognitively demanding task. It's a skill that allows you to quickly master complicated information and produce better results in less time. Deep work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive twenty-first century economy. And yet, most people have lost the ability to go deep-spending their days instead in a frantic blur of e-mail and social media, not even realizing there's a better way.



#### 8. Do The Work

#### by Steven Pressfield

What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter solution is simply to remain small? This book explains how to do just that.



## 9. No B.S. Time Management for Entrepeneurs

#### by Dan S. Kennedy

WARNING: This book is not for the fain of heart, fawningly polite, or desperate to be liked. This book is expressively for entrepreneurs and business owners who wear many hats—those who can't resist piling more responsibility onto his own shoulders, who has more great ideas that time and resources to take advantage of them, who runs (not walks) through each day. Your time is incredibly valuable to you, and you are constantly "running out of it."

" I do not let a day go by that I do not send out a letter or a package, make or return a phone call, get an article published, do something to keep my books on bookstore shelves, secure a high profile speaking engagement, or do something else to create and stimulate "deal flow." It doesn't matter how busy I am. Or how tired I am. Or if it's the Friday before a holiday weekend. Whatever. Before sunset, at least ONE thing will be done intended to stimulate demand. "

#### Dan S. Kennedy

## HEALTH



## 10. Authentic Health

#### by Gus Vickery

Millions of Americans are locked in ongoing battles with obesity, diabetes, insomnia, depression, anxiety, persistent headaches, and other chronic health conditions. And while many treatments are aimed at temporary relief from symptoms, few actually address the root causes. In *Authentic Health*, Guz Vickery, MD, offers a holistic approach to better health and genuine relief.



### 11. Boundless

#### by Ben Greenfield

What if the ability to look, feel, and perform at peak capacity wasn't the stuff of lore but instead was within easy reach? In a perfect world, you would be able to have it all: complete optimization of mind, body, and spirit. In Boundless, the New York Times bestselling author of Beyond Training and health and fitness leader Ben Greenfield offers a first-of-its-kind blueprint for total human optimization.



## 12. You Can Fix Your Brain

#### by Dr. Tom O'Bryan

For anyone worried about any type of brain ailment, ranging from the chronic conditions to simple brain fog and fatigue, this essential guide covers the full spectrum of prevention to treatment.



### 13. The Power of When

#### by Michael Breus

For anyone worried about any type of brain ailment, ranging from the chronic conditions to simple brain fog and fatigue, this essential guide covers the full spectrum of prevention to treatment.



#### 14. EMF\*D

#### by Dr. Joseph Mercola

Learn the best time to do everything-from drink your coffee to have sex or go for a run-according to your body's chronotype. Most advice centers on what to do, or how to do it, and ignores the when of success. But exciting new research proves there is a right time to do just about everything, based on our biology and hormones. As Dr. Michael Breus proves in *The Power Of When*, working with your body's inner clock for maximum health, happiness, and productivity is easy, exciting, and fun. *The Power Of When* presents a groundbreaking program for getting back in sync with your natural rhythm by making minor changes to your daily routine.

"When your body hurts—whether it's a headache, or heartburn, or fatigue, or aches in your joints—your body is telling you something. In fact, your body is sending you an important message that something you're doing isn't working. Some of your habits are causing harm. The pain is a symptom; the underlying habit is what's driving the problem. "

#### Dr. Gus Vickery

# BIOGRAPHY



## 15. Losing My Virginity

#### by Richard Branson

The unusual, frequently outrageous autobiography of one of the great business geniuses of our time, Richard Branson. In this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. Branson has written his own "rules" for success, creating a group of companies with a global presence, but no central headquarters, no management hierarchy, and minimal bureaucracy. Family, friends, fun, and adventure are equally important as business in his life. *Losing My Virginity* is a portrait of a productive, sane, balanced life, filled with rich and colorful stories.



## 16. Total Recall

#### by Arnold Schwarzenegger

A personal account by the award-winning actor and former governor of California traces his high-stakes journey to the United States and rise from a Mr. Universe champion to a millionaire businessman, providing coverage of his political achievements and the choices he regrets (biography & autobiography). Simultaneous.



## 17. Sam Walton: Made in America

by Sam Walton

Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who parlayed a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure if his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style.



### 18. Shoe Dog

#### by Phil Knight

In this instant and tenacious New York Times bestseller, Nike founder and board chairman Phil Knight "offers a rare and revealing look at the notoriously media-shy man behind the swoosh" (Booklist, starred review), illuminating his company's early days as an intrepid start-up and its evolution into one of the world's most iconic, gamechanging, and profitable brands.

" I find any time when my family is suffering excruciating. Making life or death decisions for family requires the same skills as making crucial business decisions, but, of course, it feels so much more intense. As an entrepreneur you are better equipped than anyone to question things, listen and learn and ultimately make a call. But there is always another company—there is not another wife, son or daughter. It doesn't matter how much money you earn; nothing is worth more than your family's health. "

#### **Richard Branson**

## SPIRITUAL DEVELOPMENT



## 19. Fit Soul

#### by Ben Greenfield

Do you sometimes feel that no matter how much wealth you accumulate, toys you own, friendships you make or physical and mental mountains you conquer, you're still at the end of the day unfulfilled – with a gnawing deep down inside that something is "still missing" or that you're meant for something greater than what you're doing right now? You're not alone. That loss of direction, purpose and deep, fulfilling meaning is absent in the lives of some of the most successful or fit people you'll ever meet.



## 20. The Treasure Principle

#### by Randy Alcorn

Discover how the joy of giving can make your life richer, starting today. Bestselling author Randy Alcorn introduced readers to a revolution in material freedom and radical generosity with the release of the original The Treasure Principle in 2001. Now the revision to the compact, perennial bestseller includes a provocative new concluding chapter depicting God asking a believer questions about his stewardship over material resources.



## 21. Wild at Heart

#### by John Eldredge

In this provocative book, Eldredge provides a look inside the true heart of a man and gives men permission to be what God designed them to be-dangerous, passionate, alive, and free.



## 22. Point Man

#### by Steve Farrar

This bestselling classic encourages and equips Christian men to lead their families successfully through hazards and ambushes like divorce, promiscuity, suicide, and drug addiction. Men will find practical insight on topics such as a father's influence, maintaining purity, and husband-andwife teamwork. In this war, renowned men's author Steve Farrar emphasizes, Jesus Christ is looking for men who will not die, but live for their families.



## 23. Be A Man!

#### by Father Larry Richards

Men are rediscovering the importance of the spiritual life. And Father Larry Richards is helping them do it. While some writers apply a one-size-fits-all approach to the Christian life, Father Richards draws on his many years of ministry and his own experience as a man to inspire other men as men.



### 24. The Screwtape Letters

#### by C.S. Lewis

The Screwtape Letters by C.S. Lewis is a classic masterpiece of religious satire that entertains readers with its sly and ironic portrayal of human life and foibles from the vantage point of Screwtape, a highly placed assistant to "Our Father Below." At once wildly comic, deadly serious, and strikingly original, C.S. Lewis's *The Screwtape Letters* is the most engaging account of temptation—and triumph over it—ever written.



### 25. The Common Rule

#### by Justin Whitmel Earley

Habits form us more than we form them. The modern world is a machine of a thousand invisible habits, forming us into anxious, busy, and depressed people. We yearn for the freedom and peace of the gospel, but remain addicted to our technology, shackled by our screens, and exhausted by our routines. But because our habits are the water we swim in, they are almost invisible to us. What can we do about it? The answer to our contemporary chaos is to practice a rule of life that aligns our habits to our beliefs.

" Failure is the path; beauty is the destination. We walk toward beauty on the path of failure. Which is to say that formation occurs at the interplay of failure and beauty. No habits can be pursued for the purpose of success or productivity or a new and better you. They must be done for the vision of beauty. If the goal is selfhelp, failure will destroy you. But if the goal is beauty, failure makes that goal shine all the more brightly. So you get up and keep walking. "

#### Justin Whitmel Earley

## MARKETING



## 26. The New Rules of Marketing and PR

#### by David Meerman Scott

The seventh edition of the pioneering guide to generating attention for your idea or business, packed with new and updated information. In the Digital Age, marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the latest trends in social media, the newest online videos, the latest mobile apps, and all the other high-tech influences can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The seventh edition of The New Rules of Marketing and PR provides everything you need to speak directly to your audience, make a strong personal connection, and generate the best kind of attention for your business.



## 27. Tribes

#### by Seth Godin

The New York Times, BusinessWeek, and Wall Street Journal Bestseller that redefined what it means to be a leader. Since it was first published almost a decade ago, Seth Godin's visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe. If you need to rally fellow employees, customers, investors, believers, hobbyists, or readers around an idea, this book will demystify the process.



### 28. Small Giants

#### by Bo Burlingham

How maverick companies have passed up the growth treadmill—and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives.



# 29. The 22 Immutable Laws of Marketing by Phil Knight

Two world-renowned marketing consultants and bestselling authors present the definitive rules of marketing.

" The relationship between the employees and the company is the entire basis for the mojo they exude. You can't have the second without the first. Unless a significant majority of a company's people love the place where they work; unless they feel valued, appreciated, supported, and empowered; unless they see a future full of opportunities for them to learn and grow—unless, that is, they feel great about what they do, whom they do it with, and where they're going—mojo is simply not in the cards. "

#### **Bo Burlingham**

# FINANCES



## 30. The Millionaire Mind

#### by Stanley Thomas

In his first best-seller, Dr. Thomas J. Stanley shattered one of contemporary America's most firmly held myths: That wealthy individuals belong to an elite group of the highly educated and exceedingly lucky who often inherit their money and spend it on lavish purchases and pampered lifestyles. In fact, a significant number of America's wealthy are far more likely to work hard, save diligently, and live well below their means. As the title of Stanley's 1996 bestselling book stated, they are The Millionaire Next Door. Now, Dr. Stanley takes us even further with a new, groundbreaking study of America's wealthy.



## 31. The Richest Man in Babylon

#### by George S. Clason

The Richest Man in Babylon, based on "Babylonian parables," has been hailed as the greatest of all inspirational works on the subject of thrift, financial planning, and personal wealth. In simple language, these fascinating and informative stories set you on a sure path to prosperity and its accompanying joys. A celebrated bestseller, it offers an understanding and a solution to your personal financial problem. Revealed inside are the secrets to acquiring money, keeping money, and making money earn more money.



## 32. The Millionaire Next Door

#### by Thomas J. Stanley

The incredible national bestseller that is changing people's lives—and increasing their net worth! Can you spot the millionaire next door? Who are the rich in this country? What do they do? Where do they shop? What do they drive? How do they invest? How did they get rich? Can I even become one of them? Get the answers in *The Millionaire Next Door*, the never-before-told story about weath in America. You'll be surprised at what you find out....



### 33. Skip the Line

#### by James Altucher

The entrepreneur, angel investor, and bestselling author of *Choose Yourself* busts the 10,000-hour rule of achieving mastery, offering a new mindset and dozens of techniques that will inspire any professional—no matter their age or managerial level—to pursue their passions and quickly acquire the skills they need to succeed and achieve their dreams.

" Remember, to build wealth one may likely have to forgo realizing a high income for many years. It's not unusual for wealth-building couples to realize "just enough" to live on, while investing every spare dollar. Nor is it unusual for selfmade millionaires to report that: Just after I was fired from my job... I started our business. "

#### **Stanley Thomas**

# RELATIONSHIPS



## **34. The Meaning of Marriage** *by Tim Keller*

Based on the acclaimed sermon series by New York Times bestselling author Timothy Keller, this book shows everyone–Christians, skeptics, singles, longtime married couples, and those about to be engaged–the vision of what marriage should be according to the Bible.



### 35. Never Eat Alone

#### by Keith Ferrazzi

The bestselling business classic on the power of relationships, updated with in-depth advice for making connections in the digital world. Do you want to get ahead in life? Climb the ladder to personal success? The secret, master networker Keith Ferrazzi claims, is in reaching out to other people. As Ferrazzi discovered in early life, what distinguishes highly successful people from everyone else is the way they use the power of relationships—so that everyone wins.



## 36. The Seven Principles for Making Marriage Work by John C. Gottman

The Seven Principles for Making Marriage Work has revolutionized the way we understand, repair, and strengthen marriages. John Gottman's unprecedented study of couples over a period of years has allowed him to observe the habits that can make—and break—a marriage. Here is the culmination of that work: the seven principles that guide couples on a path toward a harmonious and long-lasting relationship.



## 37. Boundaries for Leaders

#### by Dr. Henry Cloud

In *Boundaries for Leaders*, clinical psychologist and bestselling author Dr. Henry Cloud leverages his expertise of human behavior, neuroscience, and business leadership to explain how the best leaders set boundaries within their organizations--with their teams and with themselves--to improve performance and increase employee and customer satisfaction.

" I've come to believe that connecting is one of the most important business—and Life—skill sets you'll ever learn. Why? Because, flat out, people do business with people they know and like. Careers—in every imaginable field—work the same."

#### Keith Ferrazzi

# INSPIRATION



## 38. The Things You Can See Only When You Slow Down

by Haemin Sunim

The multimillion-copy bestselling book of spiritual wisdom about the importance of slowing down in our fast-paced world, by the Buddhist author of Love for Imperfect Things. *Is it the world that's busy, or is it my mind?* 



## 39. The Little Book of Hygge

### by Meik Wiking

Embrace Hygge (pronounced hoo-ga) and become happier with this definitive guide to the Danish philosophy of comfort, togetherness, and well-being. Why are Danes the happiest people in the world? The answer, says Meik Wiking, CEO of the Happiness Research Institute in Copenhagen, is Hygge. Loosely translated, Hygge—pronounced Hoo-ga—is a sense of comfort, togetherness, and well-being. "Hygge is about an atmosphere and an experience," Wiking explains. "It is about being with the people we love. A feeling of home. A feeling that we are safe."



## 40. Chop Wood Carry Water

#### by Joshua Medcalf

Guided by "Akira-sensei," John comes to realize the greatest adversity on his journey will be the challenge of defeating the man in the mirror. This powerful story of one boy's journey to achieve his life long goal of becoming a samurai warrior, brings the Train to be Clutch curriculum to life in a powerful and memorable way.

" The more grateful we feel, the happier we become. This is because gratitude helps us realize we are all connected. Nobody feels like an island when feeling grateful. Gratitude awakens us to the truth of our interdependent nature."

#### Haemin Sunim

# MINDSET



## 41. Living with the Monks

#### by Jesse Itzler

Equal parts memoir and road map to living a less stressful and more vibrant life, bestselling author Jesse Itzler offers an illuminating, entertaining, and unexpected trip for anyone looking to feel calmer and more controlled in our crazy, hectic world.



## 42. Unbeatable Mind

#### by Mark Divine

Strengthen your thinking, mental-state, and selfdevelopment with tools and techniques not easily found anywhere else. Achieve your maximum potential in any career, business or just in life through Mark's integrated plan of warrior development.



## 43. Living with a SEAL

#### by Jesse Itzler

Living With a Seal is like a buddy movie if it starred the Fresh Prince of Bel- Air. . .and Rambo. Jesse is about as easy-going as you can get. SEAL is. . . not. Jesse and SEAL's escapades soon produce a great friendship, and Jesse gains much more than muscle. At turns hilarious and inspiring, *Living With a Seal* ultimately shows you the benefits of stepping out of your comfort zone.



## 44. The Art of Learning

#### by Josh Waitzkins

In his riveting new book, *The Art of Learning*, Waitzkin tells his remarkable story of personal achievement and shares the principles of learning and performance that have propelled him to the top-twice.



## 45. The Inner Game of Tennis

#### by W. Timothy Gallwey

Master your game from the inside out! With more than 800,000 copies sold since it was first published thirty years ago, this phenomenally successful guide has become a touchstone for hundreds of thousands of people. Not just for tennis players, or even just for athletes in general, this handbook works for anybody who wants to improve his or her performance in any activity, from playing music to getting ahead at work.

" People are always waiting for something to happen before they change their lives. But they have it backward; when you change your life, big things are more likely to happen."

#### Jesse Itzler

# FICTION



## 46. Treasure Island

#### by Robert Louis Stevenson

Traditionally considered a coming-of-age story, *Treasure Island* is a tale noted for its atmosphere, characters and action, and also as a wry commentary on the ambiguity of morality – as seen in Long John Silver – unusual for children's literature. It is one of the most frequently dramatized of all novels.



## 47. The Big Sleep

#### by Raymond Chandler

The story is noted for its complexity, with characters double-crossing one another and secrets being exposed throughout the narrative. The title is a euphemism for death; the final pages of the book refer to a rumination about "sleeping the big sleep."



## 48. The Great Divorce

#### by C.S. Lewis

C.S. Lewis' *The Great Divorce* is a classic Christian allegorical tale about a bus ride from hell to heaven. An extraordinary meditation upon good and evil, grace and judgment, Lewis's revolutionary idea in the *The Great Divorce* is that the gates of Hell are locked from the inside. Using his extraordinary descriptive powers, Lewis' *The Great Divorce* will change the way we think about good and evil.



## 49. The Lion, The Witch, and The Wardrobe

#### by C.S. Lewis

Four adventurous siblings–Peter, Susan, Edmund, and Lucy Pevensie–step through a wardrobe door and into the land of Narnia, a land frozen in eternal winter and enslaved by the power of the White Witch. But when almost all hope is lost, the return of the Great Lion, Aslan, signals a great change... and a great sacrifice.



### 50. The Great Gatsby

#### by F. Scott Fitzgerald

The Great Gatsby, F. Scott Fitzgerald's third book, stands as the supreme achievement of his career. First published in 1925, this quintessential novel of the Jazz Age has been acclaimed by generations of readers. The story of the mysteriously wealthy Jay Gatsby and his love for the beautiful Daisy Buchanan, of lavish parties on Long Island at a time when The New York Times noted "gin was the national drink and sex the national obsession," it is an exquisitely crafted tale of America in the 1920s.



## 51. A Gentleman in Moscow

#### by Amor Towles

In 1922, Count Alexander Rostov is deemed an unrepentant aristocrat by a Bolshevik tribunal, and is sentenced to house arrest in the Metropol, a grand hotel across the street from the Kremlin. Rostov, an indomitable man of erudition and wit, has never worked a day in his life, and must now live in an attic room while some of the most tumultuous decades in Russian history are unfolding outside the hotel's doors. Unexpectedly, his reduced circumstances provide him entry into a much larger world of emotional discovery.



### 52. The Rosie Project

#### by Graeme Simsion

The international bestselling romantic comedy "bursting with warmth, emotional depth, and...humor," (*Entertainment Weekly*) featuring the oddly charming, socially challenged genetics professor, Don, as he seeks true love.

" I APPROACHED THAT ISLAND IN MY FANCY FROM EVERY POSSIBLE DIRECTION; I EXPLORED EVERY ACRE OF ITS SURFACE; I CLIMBED A THOUSAND TIMES TO THAT TALL HILL THEY CALL THE SPY-GLASS, AND FROM THE TOP ENJOYED THE MOST WONDERFUL AND CHANGING PROSPECTS. SOMETIMES THE ISLE WAS THICK WITH SAVAGES, WITH WHOM WE FOUGHT, SOMETIMES FULL OF DANGEROUS ANIMALS THAT HUNTED US, BUT IN ALL MY FANCIES NOTHING OCCURRED TO ME SO STRANGE AND TRAGIC AS OUR ACTUAL ADVENTURES. "

#### **Robert Louis Stevenson**

## **ABOUT THE AUTHOR**



James Quandahl is an influencer, offering wisdom for leadership both in business and at home. Quandahl worked for nearly two decades leading teams at two Fortune 500 companies, and has coached dozens of driven individuals to success. As a consultant, James generates millions in new business for his clients annually.

<u>Head to his site</u> where he publishes articles chock-full of best practices to help you thrive at home and in business. Pearls of wisdom gleaned from his daily Holy hour, over twenty years of leading businesses, and the thousands of books, podcasts, blogs, magazines, and presentations he studies.

Cover image courtesy of:

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