

CHARLES **NGO**

RECOMMENDED  
**book list**



by Charles Ngo

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## RECOMMENDED BOOK LIST

Title	Author	Category
Ready, Fire, Aim: Zero to \$100 Million in No Time Flat	Michael Masterson	Business
The Goal: A Process of Ongoing Improvement	Eliyahu M. Goldratt	Business
The Personal MBA: Master the Art of Business	Josh Kaufman	Business
Good to Great: Why Some Companies Make the Leap...And Others Don't	Jim Collins	Business
Rework	Jason Fried	Business
The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer	Jeffrey Liker	Business
Zero to One: Notes on Startups, or How to Build the Future	Peter Thiel	Business
The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers	Ben Horowitz	Business Biography
How to Fail at Almost Everything and Still Win Big: Kind of the Story of My Life	Scott Adams	Business Biography
Delivering Happiness: A Path to Profits, Passion, and Purpose	Tony Hsieh	Business Biography
How to Win at the Sport of Business: If I Can Do It, You Can Do It	Mark Cuban	Business Biography
How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets	Felix Dennis	Business Biography
The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for a Lifetime.	MJ DeMarco	Business Biography
CASHVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone	Drew Eric Whitman	Copywriting
My Life in Advertising	Claude Hopkins	Copywriting
Scaling Up: How a Few Companies Make It...and Why the Rest Don't	Verne Harnish	Execution
The 4 Disciplines of Execution: Achieving Your Wildly Important Goals	Sean Covey	Execution
The Power of Habit: Why We Do What We Do in Life and Business	Charles Duhigg	Human Behavior
Mindless Eating: Why We Eat More Than We Think	Brian Wansink	Human Behavior
Nudge: Improving Decisions About Health, Wealth, and Happiness	Richard H. Thaler	Human Behavior
The Paradox of Choice: Why More Is Less	Barry Schwartz	Human Behavior

Title	Author	Category
The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It	Kelly McGonigal	Human Behavior
The Art of Learning: An Inner Journey to Optimal Performance	Josh Waitzkin	Learning
The Talent Code: Greatness Isn't Born. It's Grown. Here's How.	Daniel Coyle	Learning
A Mind for Numbers: How to Excel at Math and Science (Even If You Flunked Algebra)	Barbara Oakley	Learning
Principles	Ray Dalio	Life
The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work	Shawn Achor	Life
High Output Management	Andrew S. Grove	Management
The Advertising Effect: How to Change Behaviour	Adam Ferrier	Marketing
The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!	Al Ries	Marketing
Think and Grow Rich	Napoleon Hill	Mindset
Never Eat Alone	Keith Ferrazzi	Networking
Give and Take: Why Helping Others Drives Our Success	Adam M. Grant	Networking
How to Win Friends & Influence People	Dale Carnegie	Networking
I Will Teach You To Be Rich	Ramit Sethi	Personal Finance
Your Money or Your Life: 9 Steps to Transforming Your Relationship with Money and Achieving Financial Independence	Vicki Robin	Personal Finance
Deep Work: Rules for Focused Success in a Distracted World	Cal Newport	Productivity
The Effective Engineer: How to Leverage Your Efforts In Software Engineering to Make a Disproportionate and Meaningful Impact	Edmond Lau	Productivity
Projectivity: A Project Management Methodology Done For You	Peter Bergdahl	Productivity
The Compound Effect	Darren Hardy	Productivity
Essentialism: The Disciplined Pursuit of Less	Greg McKeown	Productivity
Getting Results the Agile Way: A Personal Results System for Work and Life	J.D. Meier	Productivity
The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results	Gary Keller	Productivity
The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal	Jim Loehr	Productivity
Procrastination: Why You Do It, What to Do About It Now	Jane B. Burka	Productivity
Secrets of Closing the Sale	Zig Ziglar	Sales
The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies	Chet Holmes	Sales
Work the System: The Simple Mechanics of Making More and Working Less	Sam Carpenter	Systems Thinking
Thinking in Systems: A Primer	Donella H. Meadows	Systems Thinking
Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School	John Medina	The Mind
Problem Solving 101: A Simple Book for Smart People	Ken Watanabe	Thinking
Decisive: How to Make Better Choices in Life and Work	Chip Heath	Thinking