

What are you reading? So many choices, so little time. That's why we've created a carefully curated list of our favorite picks. For us, learning is a life-long process.

## Behavioral Economics, Probability and Statistics

- Dan Ariely – *Predictably Irrational*
- Tim Harford
  - *The Undercover Economist*
  - *The Logic of Life*
  - *Adapt: Why Success Always Starts with Failure*
- Malcolm Gladwell – *Outliers*
- Daniel Kahneman – *Thinking, Fast and Slow*
- Steven Levitt
  - *Freakonomics*
  - *Super Freakonomics*
- Leonard Mlodinow – *The Drunkard's Walk*
- Nassim Nicholas Taleb
  - *The Black Swan*
  - *Foiled by Randomness*
- Timothy C. Urdan – *Statistics in Plain English*

## Business Development

- Robert Cialdini – *Influence*
- Charles Duhigg – *The Power of Habit*
- Charlie Hauck and Fred Liesong – *A Rep Agency's Roadmap to Dynamic Sales Performance*
- Ben Horowitz – *The Hard Thing About Hard Things*
- Mike Michalowicz – *The Pumpkin Plan*
- Daniel Pink
  - *To Sell Is Human: The Surprising Truth About Moving Others*
  - *Drive: The Surprising Truth About What Motivates Us*

## Manufacturing

- Art Byrne – *The Lean Turnaround*
- Andy Carlino – *The Hitchhiker's Guide to Lean*
- Pascal Dennis – *The Remedy*
- Eliyahu M. Goldratt – *The Goal*
- Drew Locher – *Lean Office and Service Simplified*
- David Mann – *Creating a Lean Culture*
- Robert O. Martichenko – *Everything I Know About Lean I Learned in First Grade*
- Edward S. Pound – *Factory Physics for Managers*
- Mike Rother – *Learning to See*
- James P. Womack – *Lean Thinking*
- Kirk D. Zylstra – *Lean Distribution*

## Retail and Consumer Behavior

- Claus Ebster – *Store Design and Visual Merchandising*
- Susan Negen – *Marketing Your Retail Store in the Internet Age*
- Herb Sorensen – *Inside the Mind of the Shopper: The Science of Retailing*
- Paco Underhill – *Why We Buy: The Science of Shopping*

## Valuation

- Shannon P. Pratt
  - *Cost of Capital*
  - *Valuing a Business*

## Non-business Business Books

- M. Night Shyamalan – *I Got Schooled*

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