

What will you be reading in 2016? We've created a carefully curated list of our favorite books from the past year, and we hope they will serve as a resource for your business in the year to come.

## Behavioral Economics, Probability and Statistics

- Cesar Hildago *Why Information Grows:  
The Evolution of Order, from Atoms to Economies*
- Joel Naroff *Big Picture Economics:  
How to Navigate the New Global Economy*
- Ben Bernanke *The Courage to Act:  
A Memoir of a Crisis and Its Aftermath*
- Niall Ferguson *The Ascent of Money:  
A Financial History of the World*
- Niall Ferguson *The Great Degeneration:  
How Institutions Decay and Economies Die*
- Richard Thaler *Misbehaving:  
The Making of Behavioral Economics*
- Thomas Piketty *Capital in the Twenty-First Century*

## Business Development and Psychology

- Brian Grazer *A Curious Mind: The Secret to a Bigger Life*
- Charles Duhigg *The Power of Habit*
- Daniel Pink *Free Agent Nation: The Future of Working for Yourself*
- Verne Harnish *Scaling Up*

## Retail and Consumer Behavior

- Denise Lee Yohn *What Great Brands Do: The Seven Brand-Building Principles that  
Separate the Best from the Rest*

## “Non-Business” Business Books

- L. David Marquet      *Turn the Ship Around:  
A True Story of Turning Followers into Leaders*
- Bill Browder          *Red Notice: A True Story of High Finance, Murder, and One Man's  
Fight for Justice*
- Bill Bryson            *A Walk in the Woods*
- John McPhee          *Rising from the Plains*
- Niall Ferguson        *Civilization: The West and the Rest*
- Paul Ingrassia        *Engines of Change:  
A History of the American Dream in Fifteen Cars*

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