

Lean Into The World's Bestselling Business Books

[blinkist.com/magazine/posts/booklist-best-business-books](https://www.blinkist.com/magazine/posts/booklist-best-business-books)

The most successful people on the planet attribute much their success to one good habit: reading. Bill Gates reads a book a week, Warren Buffett dedicated 80% of his time to reading at the start of his investment career, and Mark Zuckerberg started a global book club in 2015 with the goal of getting everyone to spend more time with their nose in a book.



If you've got an eye for business and you want to up your game, kicking off a reading habit is probably a good place to start. You can't argue with the results! To help get you started, we've amassed a list of the best business books that all the best entrepreneurs swear by.

Check out this awesome list of the best business books

***The Lean Startup: How Constant Innovation Creates Radically Successful Businesses* by Eric Ries**

A bible for modern entrepreneurs, *The Lean Startup* provides insight into the two key methods of lean manufacturing and agile development to help startups develop sustainable business models.

***Zero to One: Notes on Startups, or How to Build the Future* by Peter Thiel**

This is one of the best books on business for those who have their fingers on the pulse of the startup scene. Written by Peter Thiel, founder of PayPal and backer of numerous companies like Facebook and N26, it's considered one of the best books to come out of Silicon Valley.

***The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You* by John C. Maxwell**

Amazingly, this 1998 classic business book hasn't dated one bit: leadership is all about the interpersonal, and, well,

humans are creatures of habit! Revealing the main traits that make a successful leader, you'll be inspired to channel famous figures as diverse as Winston Churchill and Mother Theresa.

***You Can Negotiate Anything* by Herb Cohen**

With a title like that, this book will hypnotize you into developing the confidence to negotiate your way through life – whether it's big business decisions or simply your day-to-day judgment calls. Find out about what defines negotiation success and how to get things going your way, every time.

***All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works — and Why Authenticity is the Best Marketing of All* by Seth Godin**

If marketing is your thing, you can't afford to miss one of the books every business should own. Learn how to craft authentic-sounding stories to win customers and keep them.

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

Keynote business speaker and branding expert, Denise Lee Yohn, sheds light on her quarter-century of experience in this popular business book – and suddenly, the processes that have made commercial giants out of Nike, Apple, and Starbucks don't seem so out of reach.

***Nail It Then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation* by Nathan Furr and Paul Ahlstrom**

An essential for those who are just stepping into the entrepreneurial lark, this book breaks down the process of creating innovative products that solve pain points, showing you how to communicate with your target market and optimize your strategy.

***Idea to Execution: How to Optimize, Automate, and Outsource Everything in Your Business* by Ari Meisel and Nick Sonnenberg**

This popular business book from 2016 follows the true story of two friends who founded a company overnight, documenting every step of the way alongside the challenges that can arise during the early stages of a startup. It's a must for aspiring entrepreneurs with limited funds at hand.

***21 Days to a Big Idea: Creating Breakthrough Business Concepts* by Bryan Mattimore**

Stuck in a creative rut? In *21 Days to a Big Idea*, Bryan Mattimore shares simple techniques to coax out big ideas – applicable to anyone who's keen to start a business but needs to refine their selling points. This isn't just one of the best books for business owners – it's also a guide to life for all those who want to follow where their creativity leads.

***First, Break All the Rules: What the World's Greatest Managers Do Differently* by Marcus Buckingham and Curt Coffman**

A great manager is hard to find. That's because there are a lot of common misperceptions floating around out there about good managerial techniques and attitudes. Based on information gleaned from interviews with successful managers, this title will help you get into the mindset of a great leader.

So, there you have it: some of the most popular business books currently in the ever-expanding Blinkist library! With the current count at well over 2,000 titles, we're constantly adding new books-in-blinks to help you stay on top of all

the great nonfiction being published every day. Happy reading!