

The 30 Best Business Books of 2018

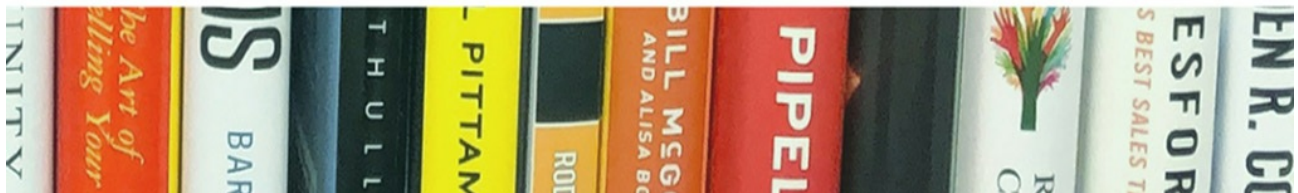
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Soundview Executive Book Summaries

December 20, 2018



BEST BUSINESS BOOKS OF 2018



As you know, every year we scour through thousands of business books and select the titles that we believe have the ideas and concepts that are instrumental to the professional development of our subscribers. For each one of those books, we create a quick-read/quick-listen summary that highlights only the most important aspects of each book.

Now that we've finalized our complete list of summaries for 2018, let's take a brief moment to reflect on the topics and ideas of the books that made our list.

Two things really stood out to us with our list of selections this year:

1. During the year, we evaluated many books related to **storytelling**. It seems that even in this new high-speed, digital age that we all operate in (and where everything is seemingly one-click away), taking the time to craft a compelling story about your product/service/company is still a priority. People still want to know 'why' they should do business with you.
2. The other prevailing item we noted was the proliferation of titles that deal with **personal goal-setting, achievement, and motivation**. It seems that there is still an appetite for discovering tactics that help individuals get ahead in their careers and, at the same time,

achieve success outside the office.

Without further ado, here is our list of the **30 Best Business Books of 2018**:

- *Get to Aha!* by Andy Cunningham
- *Find the Fire* by Scott Mautz
- *Do Big Things* by Craig Ross, Angela Paccione & Victoria Roberts
- *Building a StoryBrand* by Donald Miller
- *The Regenerative Business* by Carol Sanford
- *The Inspiration Code* by Kristi Hedges
- *Innovation By Design* by Edgar Papke & Thomas Lockwood
- *Leadership From the Inside Out* by Kevin Cashman
- *Impromptu* by Judith Humphrey
- *The Age of Agile* by Stephen Denning
- *Your Best Year Ever* by Michael Hyatt
- *The Power of Vulnerability* by Jeffrey Manchester & Barry Kaplan
- *The Power of Community* by Howard Partridge
- *Brave Leadership* by Kimberly Davis
- *Crushing It!* by Gary Vaynerchuk
- *Fusion* by Denise Lee Yohn
- *Managing Up* by Mary Abbajay
- *Extraordinary Influence* by Tim Irwin
- *Radical Inclusion* by Ori Brafman & Martin Dempsey
- *Powered by Storytelling* by Murray Nossel
- *Next Is Now* by Lior Arussy
- *What Happens Now?* by Mark Nevins & John Hillen
- *Detonate* by Steven Goldbach & Geoff Tuff
- *Unsafe Thinking* by Jonah Sachs
- *Leading Clarity* by Brad Deutser
- *The Long-Distance Leader* by Kevin Eikenberry & Wayne Turmel
- *Business Chemistry* by Kim Christfort & Suzanne Vickberg
- *Costovation* by Stephen Wunker & Jennifer Luo Law
- *Conscious* by Bob Rosen & Emma-Kate Swann
- *Switchers* by Dawn Graham

Soundview subscribers get in-depth summaries of the key concepts in best-selling business books delivered to them every month! *Take your career to new heights* by staying up-to-date with the trends and ideas affecting business leaders around the globe.