

# Balentine's Recommended Reading for Business Owners and Entrepreneurs



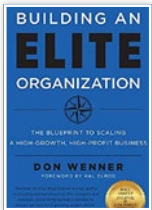
**Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life**  
Rory Sutherland



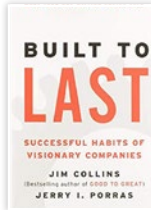
**The Aspirational Investor**  
Ashvin B. Chhabra



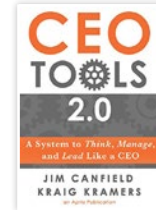
**Building a Story Brand**  
Donald Miller



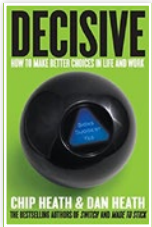
**Building an Elite Organization**  
Don Wenner



**Built to Last**  
Jim Collins  
Jerry I. Porras



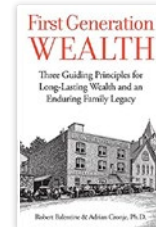
**CEO Tools 2.0**  
Jim Canfield  
Kraig Kramers



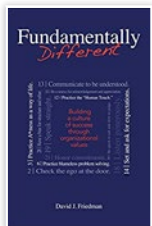
**Decisive**  
Chip Heath  
Dan Heath



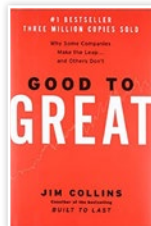
**Extreme Ownership**  
Jocko Willink  
Leif Babin



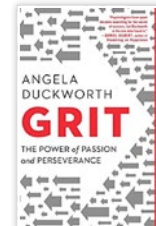
**First Generation Wealth**  
Robert Balentine  
Adrian Cronje, Ph.D.



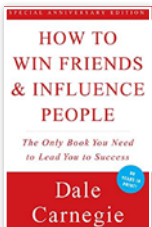
**Fundamentally Different**  
David J. Friedman



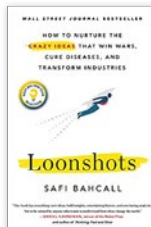
**Good to Great**  
Jim Collins



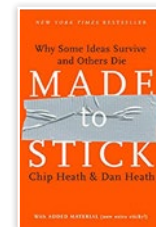
**Grit**  
Angela Duckworth



**How to Win Friends & Influence People**  
Dale Carnegie



**Loonshots**  
Safi Bahcall



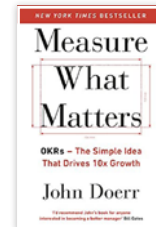
**Made to Stick**  
Chip Heath  
Dan Heath



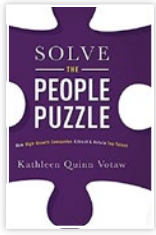
**Make Your Bed**  
Adm. William H. McRaven



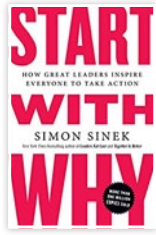
**Make Your Brand Legendary**  
Scott Wozniak



**Measure What Matters**  
John Doerr



**Solve the People Puzzle**  
Kathleen Quinn Votaw



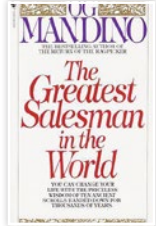
**Start With Why**  
Simon Sinek



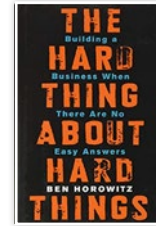
**The Breakthrough Company**  
Keith R. McFarland



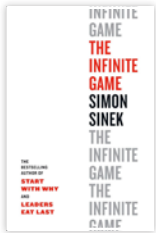
**The Five Temptations of a CEO**  
Patrick Lencioni



**The Greatest Salesman in the World**  
Og Mandino



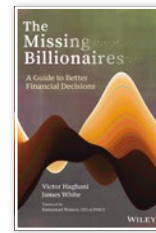
**The Hard Thing About Hard Things**  
Ben Horowitz



**The Infinite Game**  
Simon Sinek



**The Innovator's Dilemma**  
Clayton M. Christensen



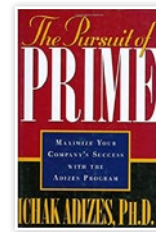
**The Missing Billionaires**  
Victor Haghani  
James White



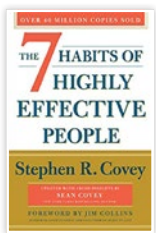
**The One-Page Sales Coach**  
Dean Minuto



**The Outsiders**  
William N. Thorndike, Jr.



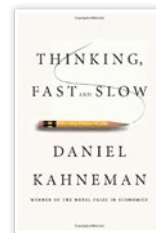
**The Pursuit of Prime**  
Ichak Adizes, Ph.D.



**The 7 Habits of Highly Effective People**  
Stephen R. Covey



**Think & Grow Rich!**  
Napoleon Hill



**Thinking Fast and Slow**  
Daniel Kahneman



**Zero to One**  
Peter Thiel  
with Blake Masters