



20 Books from ThePower MBA


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PowerMBA
22 Titles • 0 Notes


B Basti


 **Building a StoryBrand**
Donald Miller
Blink
Clarify Your Message So Customers Will Listen

 **Jab, Jab, Jab, Right Hook**
Gary Vaynerchuk
Blink
How to Tell Your Story in a Noisy Social World

 **No Rules Rules**
Reed Hastings and Erin Meyer
Blink
Netflix and the Culture of Reinvention

 **The Hard Thing About Hard Things**
Ben Horowitz
Blink
Building A Business When There Are No Easy Answers

 **The Founder's Dilemmas**

 **Conscious Leadership**

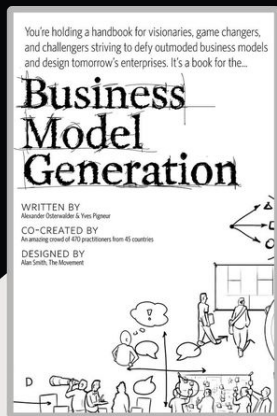



 **Business Model Innovation**

Business Model Generation

by Alexander Osterwalder and Yves Pigneur

**A Handbook for Visionaries, Game Changers,
and Challengers**



 **Key insights**



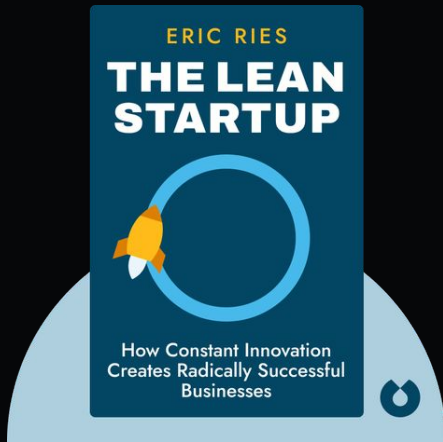
Testing Business Ideas

The Lean Startup

by Eric Ries

The Lean Startup (2011) helps start-ups and tech companies develop sustainable business models. It advocates continuous rapid prototyping and focusing on customer-feedback data.

The method is based on the concepts of lean manufacturing and agile development, and its efficacy is backed up by case studies from the last few decades.



[Key insights](#)



Testing Business Ideas

Running Lean

by Ash Maurya

Running Lean presents you with a fail-safe strategy to bringing your new product successfully into the market. By promoting a methodology of clever testing and planning ahead, the book gives you a step-by-step guide in building a business model that works while saving time, money and effort.



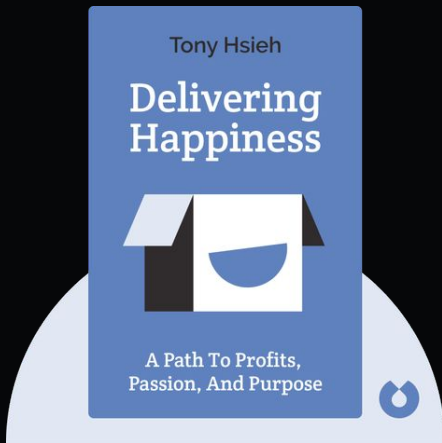
[*Key insights*](#)



Delivering Happiness

by *Tony Hsieh*

The central theme of the book is the business of literally delivering happiness while living a life of passion and purpose. Delivering Happiness (2013) tells the story of Tony Hsieh and his company Zappos, demonstrating how thinking long-term and following your passions can not only lead to profits but also a happy life for your employees, your customers, and yourself. The book describes an alternative approach to corporate culture that focuses on the simple concept of making people around you happy, and by doing so increasing your own happiness.



Key insights

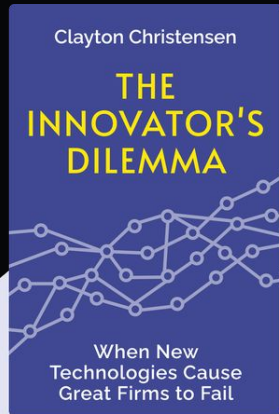



Testing Business Ideas

The Innovator's Dilemma

by Clayton M. Christensen

The Innovator's Dilemma explains why so many well-established companies fail dismally when faced with the emerging markets they create. This Blink focuses on one of the book's central themes: disruptive innovation.



 [Key insights](#)



Business & Marketing Strategies

Blue Ocean Strategy

by W. Chan Kim, Renée Mauborgne

Blue Ocean Strategy (2004) is a business classic that revolutionized the way companies think about market competition. It explains why some businesses can grow uncontested, while the rest tear each other to bits in a hypercompetitive environment.



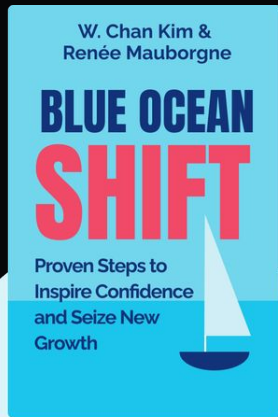
[Key insights](#)



Blue Ocean Shift

by W. Chan Kim, Renée Mauborgne

Blue Ocean Shift (2017) is a step-by-step guide to moving past competition in an overcrowded industry. These blinks, based on decades of the authors' practical experience, explain why you should endeavor to make competition obsolete and how you can open up whole new worlds of opportunity.



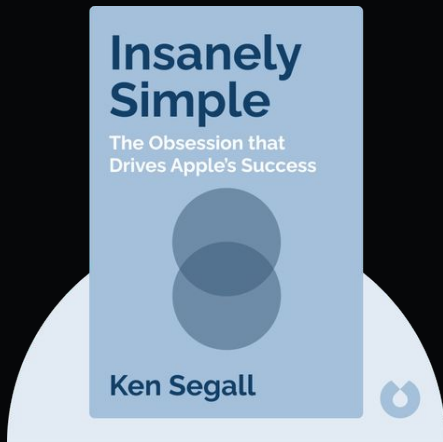
[Key insights](#)



Insanely Simple

by Ken Segall

Insanely Simple talks about the business strategy of keeping things simple. The author hones in on Apple's inner processes to show us how we can apply simplicity to our work and why complexity can hinder a company's development. The reader will learn about how Steve Jobs implemented this structure at Apple and upheld it even in the face of critics.



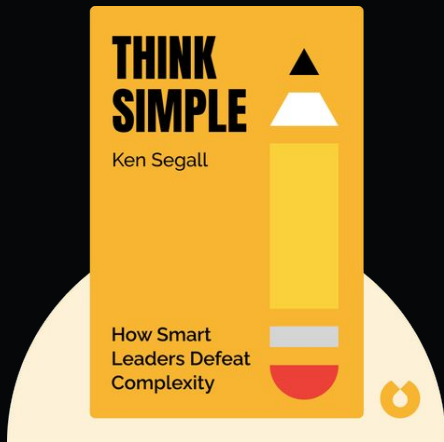
[Key insights](#)



Think Simple

by Ken Segall

Think Simple (2020) shows us how simplicity is the key to successful businesses, from Hyundai to Whole Foods. Here, Apple insider Ken Segall teaches us how to combat complexity and focus on what really matters in a winning organization.



[Key insights](#)



Start with Why

by *Simon Sinek*

Start With Why (2009) tackles a fundamental question: What makes some organizations and people more innovative, influential, and profitable than others? Based on best-selling author Simon Sinek's hugely influential lecture of the same name, the third most-watched TED talk of all time, these blinks unpack the answer to that conundrum. As Sinek's examples show, it's all about asking why rather than what.



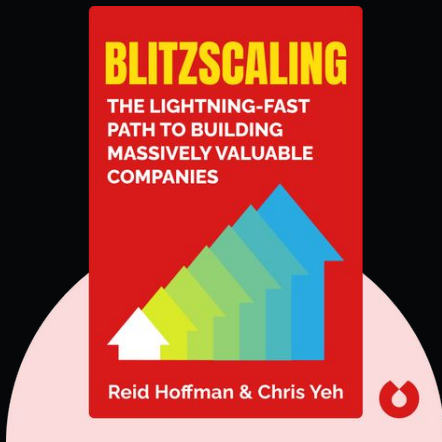
[Key insights](#)



Blitzscaling

by Reid Hoffman and Chris Yeh

Blitzscaling (2018) looks at a revolutionary development in the business world – one that's so unprecedented, a new word had to be invented for it. It's the process whereby companies like Google, Facebook and Amazon began as small, scrappy start-ups and then rapidly ballooned into world-conquering giants within just a few years. What's their secret? In a word: blitzscaling. And that, as the title suggests, is what this book is all about.



[Key insights](#)

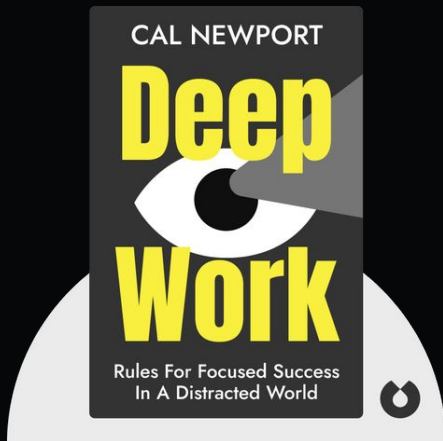



 **Leadership**

Deep Work

by Cal Newport

Deep Work (2016) is all about how the rise of technology has wrecked our ability to concentrate deeply on tasks – and how to overcome this blockade. These blinks illustrate different strategies that can help you improve the output of your work and get the most out of your free time.



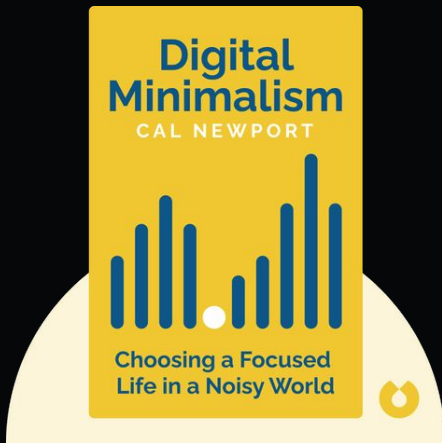
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Digital Minimalism

by Cal Newport

Digital Minimalism (2018) is a practical guide to navigating today's media landscape, where multiple billion-dollar companies are out to keep your eyes as glued to their platforms as possible. Fortunately, there is growing skepticism surrounding new technology and digital media. People are eager to regain their autonomy and, while they're at it, live more satisfying and healthy lives. With these tools and methods, you too can regain the focus and productivity that comes from stepping back from new technology.



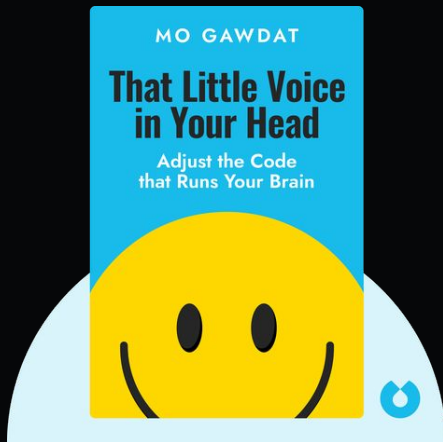
[Key insights](#)



That Little Voice in Your Head

by Mo Gawdat

That Little Voice in Your Head (2022) is a guide to understanding and optimizing your brain so you can live a happier life, using concepts from computer science and neuroscience to map the mind as an operating system. It includes many simple exercises to help you take control of your brain, thoughts, and emotions to reshape your own experience and positively affect the lives of others.



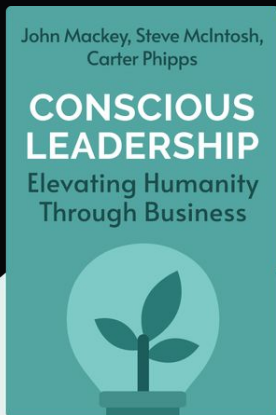
[Key insights](#)



Conscious Leadership

by John Mackey, Steve McIntosh and Carter Phipps

Conscious Leadership (2020) reveals what it takes to lead a purpose-driven business that sees beyond the bottom line. Drawing on his experience as CEO of one of the largest supermarket chains in the United States, John Mackey shows how leaders can shape their businesses to become more innovative, competitive, and socially responsible.



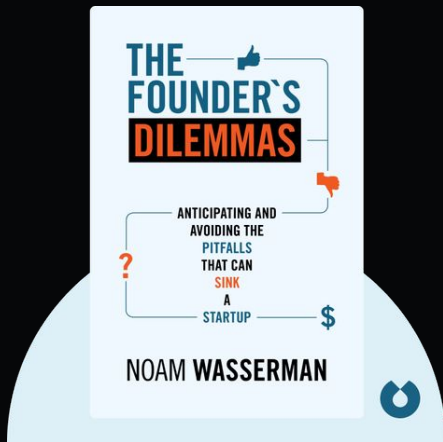
[Key insights](#)




The Founder's Dilemmas

by *Noam Wasserman*

The Founder's Dilemmas (2013) reveals exactly what it takes to become the founder of a start-up company. Drawn from the author's research and case studies, this step-by-step guide will help you navigate the rough waters of your company's early stages.



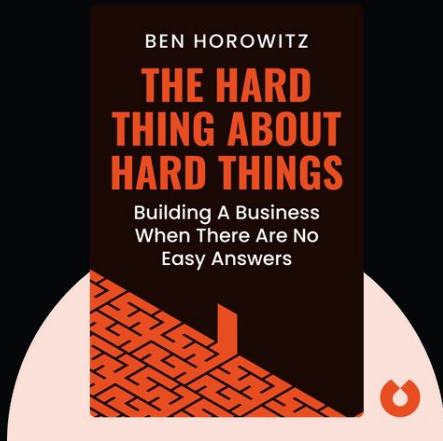
 [Key insights](#)



The Hard Thing About Hard Things

by *Ben Horowitz*

These blinks explain why the job of a CEO is among the toughest and loneliest in the world, and how you can survive all the stress and heartache involved.



[*Key insights*](#)



No Rules Rules

by Reed Hastings and Erin Meyer

No Rules Rules (2020) sets out the principles of Netflix's unique company culture, based on employee freedom and responsibility, and optimized for maximum innovation. In doing so, it charts the incredible journey of Netflix, a start-up fairytale.



[Key insights](#)



The Power of Being a (digital) Marketer

Jab, Jab, Jab, Right Hook

by Gary Vaynerchuk

Jab, Jab, Jab, Right Hook explains how managers, marketers and small businesses can capitalize on social media platforms like Facebook to increase their public profile. A great social media marketing campaign can deliver that fatal blow – the “right hook” that knocks consumers into buying their product. The author teaches you social media moves that’ll have your product floating like a butterfly and stinging like a bee.



[Key insights](#)



The Power of Being a (digital) Marketer

Building a Story Brand

by Donald Miller

Building a StoryBrand (2017) is a practical guide to effectively marketing your company or product. By showing the power of a seven-part story-telling framework, these blinks help you and your company create a clear message that no customer will ignore.



[Key insights](#)





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