

16 Powerful Books Every Entrepreneur Must Read

Save and complete this free checklist of my favorite entrepreneur and marketing books. As the founder of Crazy Egg, Hello Bar and KISSmetrics, I highly recommend investing your time into reading each of these books.



Favorite Entrepreneur Books

- ☐ Art of the Start by Guy Kawasaki
- ☐ The Dip by Seth Godin
- ☐ Lean Startup by Eric Ries
- ☐ The One Thing by Gary W. Keller and Jay Papasan
- ☐ Delivering Happiness by Tony Hsieh
- ☐ Losing My Virginity by Richard Branson
- ☐ Built to Last by James C. Collins and Jerry I. Porras
- ☐ Confessions of an Advertising Man by David Ogilvy
- ☐ Traction by Gino Wickman

Favorite Marketing Books

- ☐ Purple Cow by Seth Godin
- ☐ Hug Your Haters by Jay Baer
- ☐ Ogilvy on Advertising by David Ogilvy
- ☐ The 22 Immutable Laws of Marketing by Al Ries and Jack Trout

☐ Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim

☐ Positioning by Al Ries and Jack Trout

☐ Trust Me I'm Lying by Ryan Holiday

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