

7 books you must read before starting up

Here are 7 books, we believe, every aspiring entrepreneur should read before starting up.



- ☐ Purple Cow: Transform Your Business by Being Remarkable by Seth Godin
- ☐ The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
- ☐ Influence: The Psychology of Persuasion by Robert B. Cialdini, PhD
- ☐ How to Win Friends and Influence People by Dale Carnegie
- ☐ Outliers: The Story of Success by Malcolm Gladwell
- ☐ Rework by Jason Fried and David Hansson
- ☐ The Start-Up Playbook by David S. Kidder