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

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