Twitter Thread by Sam | Sales and Marketing



Sam | Sales and Marketing
@SamPandemic



Skip the MBA, follow Elon Musk's idea and read these 10 books instead.

A thread..

1. "Asking the Right Questions: A Guide to Critical Thinking" by M. Neil Browne.

This book “helps bridge the gap between simply memorizing or blindly accepting information, and the greater challenge of critical analysis and synthesis,” according to Amazon.

2. "Organizational Culture and Leadership" by Edgar H. Schein.

A classic textbook on organizational culture and leadership.

3. "Essentials of Organizational Behavior" by Stephen P. Robbins.

This textbook is now in its 14th edition, so it must be pretty useful.

4. "The Management of Innovation" by G. M. Stalker and Tom Burns.

Originally published in 1961, this is “one of the most influential books about business organizations ever,” Amazon claims.

5. "Business Finance: Theory and Practice" by Eddie McLaney.

Save yourself even more by checking the older editions of this one — the price drops from $75 to $3.

6. "A Theory of Human Motivation" by A. H. Maslow.

Heard of Maslow’s Hierarchy of Needs? This is where the idea comes from.

7. "Critical Analysis of Organizations: Theory, Practice, Revitalization" by Catherine Casey.

This doesn’t look like a light read at all but it tackles an interesting theme: new, critical takes on the subject of organizations

and how people behave within them

8. "Defining Moments: When Managers Must Choose Between Right and Right" by Joseph Badaracco.

A discussion of navigating those moments when your business and values are in conflict.

9. "Business Intelligence and Analytics: Systems for Decision Support" by Efraim Turban.

“The only comprehensive, up-to-date guide to today’s revolutionary management support system technologies,” says Amazon

10. "Corporate Finance" by Jeffrey F. Jaffe, Stephen A. Ross and Randolph Westerfield.

Another classic textbook, now in its 11th edition.

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Next issue (Tuesday) is gonna be lit ■

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