

## Twitter Thread by [Zain Kahn](#)



**Zain Kahn**

[@heykahn](#)



**I have a \$100,000 business degree.**

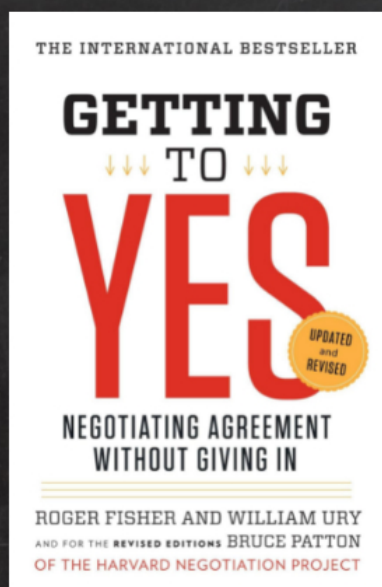
**But I've learned 10x more by reading books.**

**10 business books that will change your life:**

Getting to Yes by Roger Fisher

Lessons:

- You can negotiate anything you want.
- The best negotiation tactic is to first offer the other side something they want.

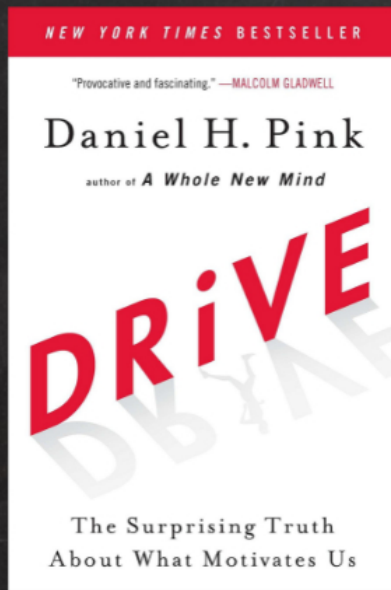


“The ability to see the situation as the other side sees it, as difficult as it may be, is one of the most important skills a negotiator can possess.”

Drive by Daniel Pink

Lessons:

- Money alone isn't enough to motivate us.
- We are most motivated when we can also achieve control and freedom.

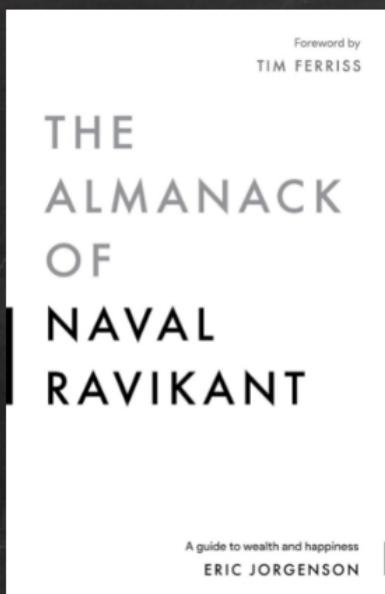


“We have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives.”

The Almanack of Naval Ravikant by Eric Jorgenson

Lessons:

- The most effective way to get rich is to learn how to build and sell a product.
- The only real test of intelligence is if you get what you want out of life.

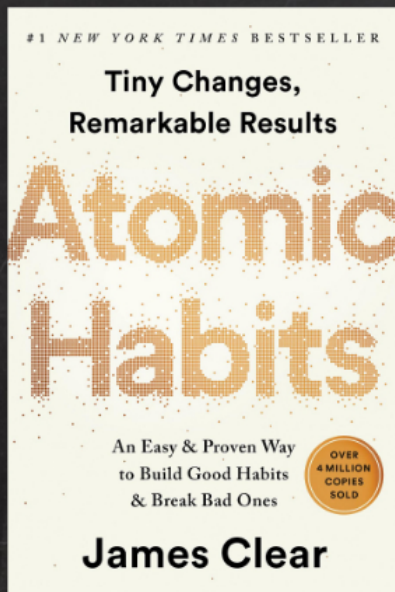


“You’re not going to get rich renting out your time. You must own equity - a piece of a business - to gain your financial freedom.”

Atomic Habits by James Clear

Lessons:

- Habits compound to produce huge results.
- The best way to build habits is to make them easy, attractive and rewarding.

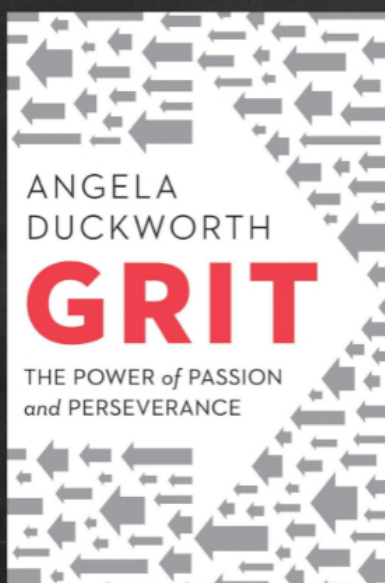


"Every action you take is a vote for the type of person you wish to become."

Grit by Angela Duckworth

Lessons:

- Talent is overrated
- Grit ■ the ability to persevere and overcome failure is the key to success.



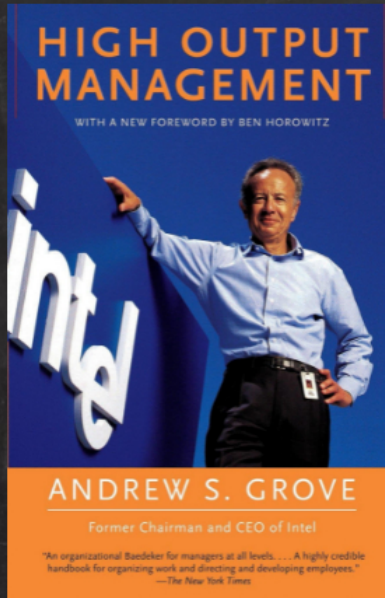
"Enthusiasm is common. Endurance is rare."



## High Output Management by Andy Grove

### Lessons:

- The best managers increase the productivity of their team.
- They achieve this through effective training and motivation.

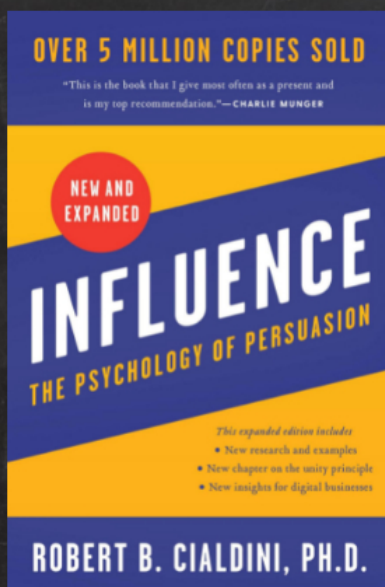


“The single most important task of a manager is to elicit peak performance from his subordinates.”

## Influence by Cialdini

### Lessons:

- Persuasion is a skill anyone can learn.
- The 7 key tactics of persuasion: liking, social proof, commitment, scarcity, authority, reciprocity and consistency.

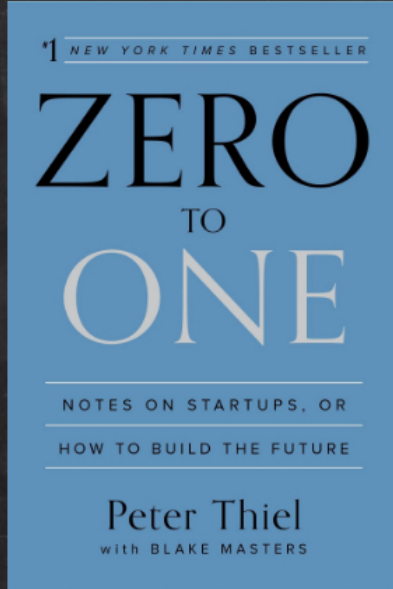


“persons who go through a great deal of trouble or pain to attain something tend to value it more highly than persons who attain the same thing with a minimum of effort.”

## Zero to One by Peter Thiel

### Lessons:

- The best businesses focus on building something new instead of competing.
- These businesses are built on secrets very few people at the time understand.

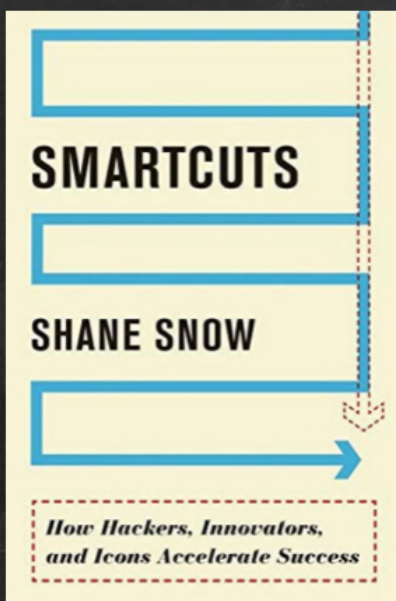


“Every great business is built around a secret that’s hidden from the outside. A great company is a conspiracy to change the world.”

## Smartcuts by Shane Snow

### Lessons:

- Momentum is the best predictor of career success.
- The highest achievers focus on doing a small number of things extremely well.

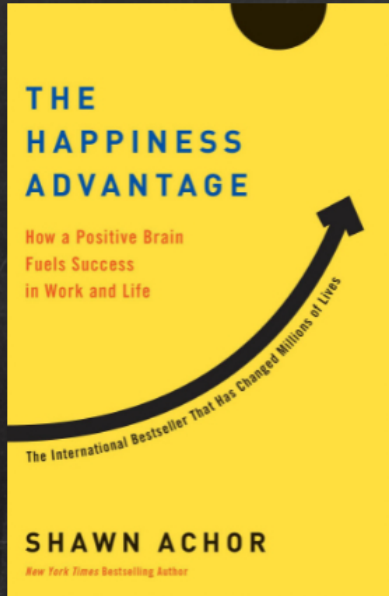


“Mentorship is the secret of many of the highest-profile achievers throughout history.”

## The Happiness Advantage by Shawn Achor

### Lessons:

- We become more successful when we are happier, not the other way around.
- Happiness comes from the realization that we have the potential to change ourselves.



“Habits are like financial capital – forming one today is an investment that will automatically give out returns for years to come.”

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I write about career growth, marketing, and psychology. I share my insights along the way.