

Twitter Thread by [Jesse Pujji](#)

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[@jspujji](#)



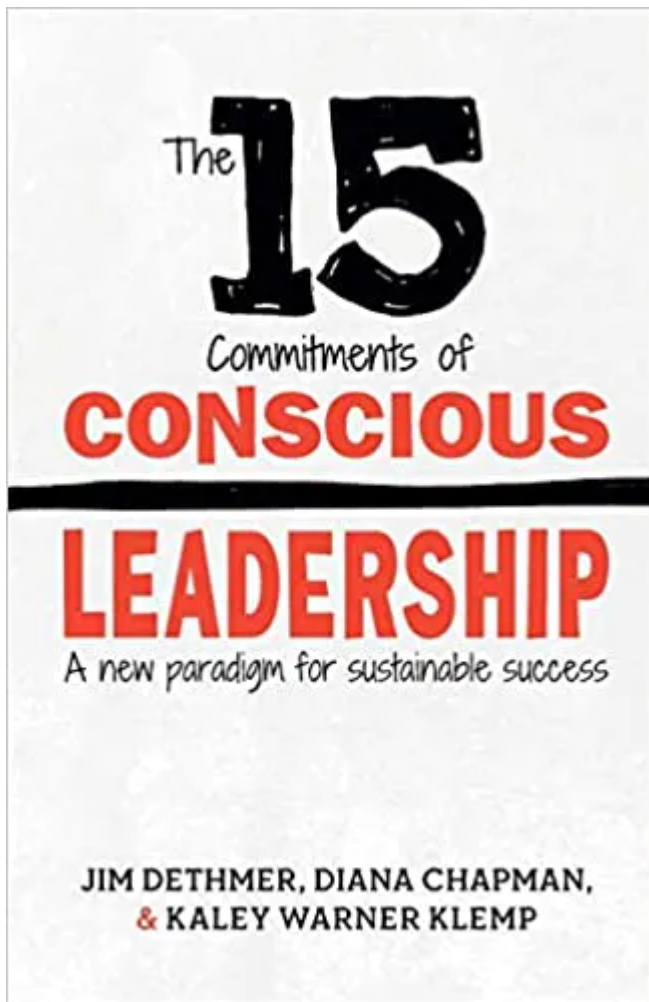
The question I get most often in my DMs is: "Will you invest in my company?"

But a close #2 is for book recommendations...

Here are 11 of my favorite business books, each one is worth reading twice■■■■■■■

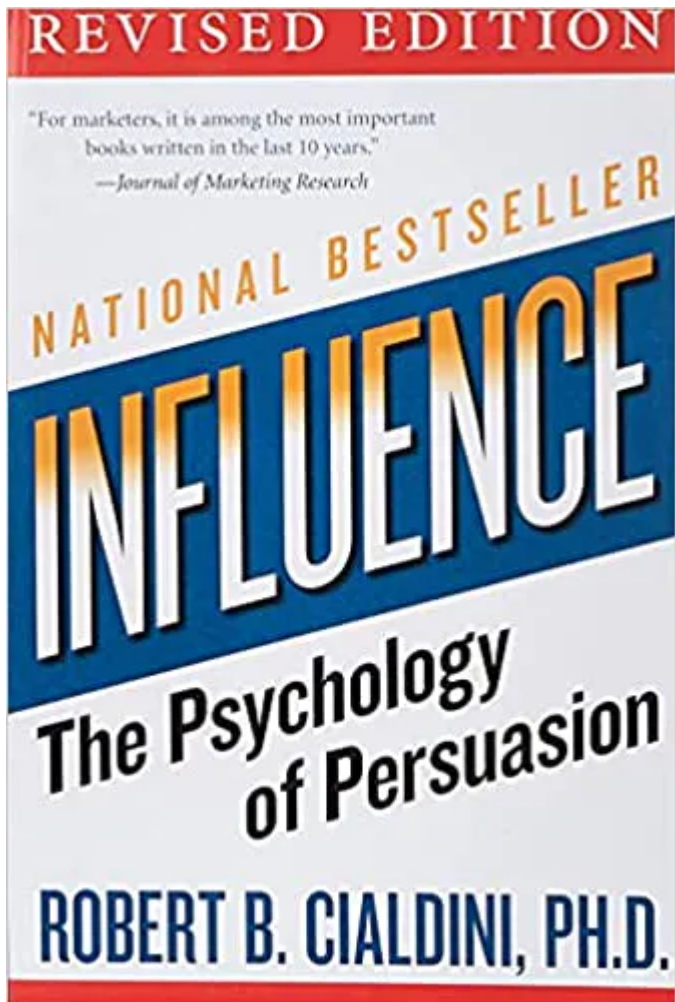
1/ The 15 Commitments of Conscious Leadership: A New Paradigm for Sustainable Success

This book changed my life.



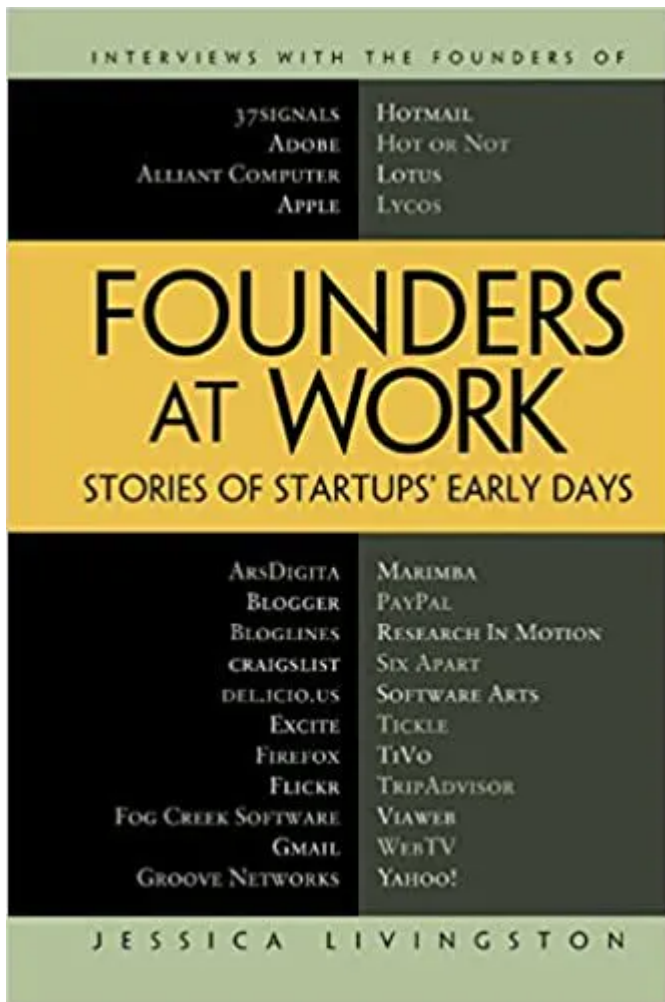
2/ Influence: The Psychology of Persuasion

A must read for anyone who's job depends on persuasion. That's everyone BTW.



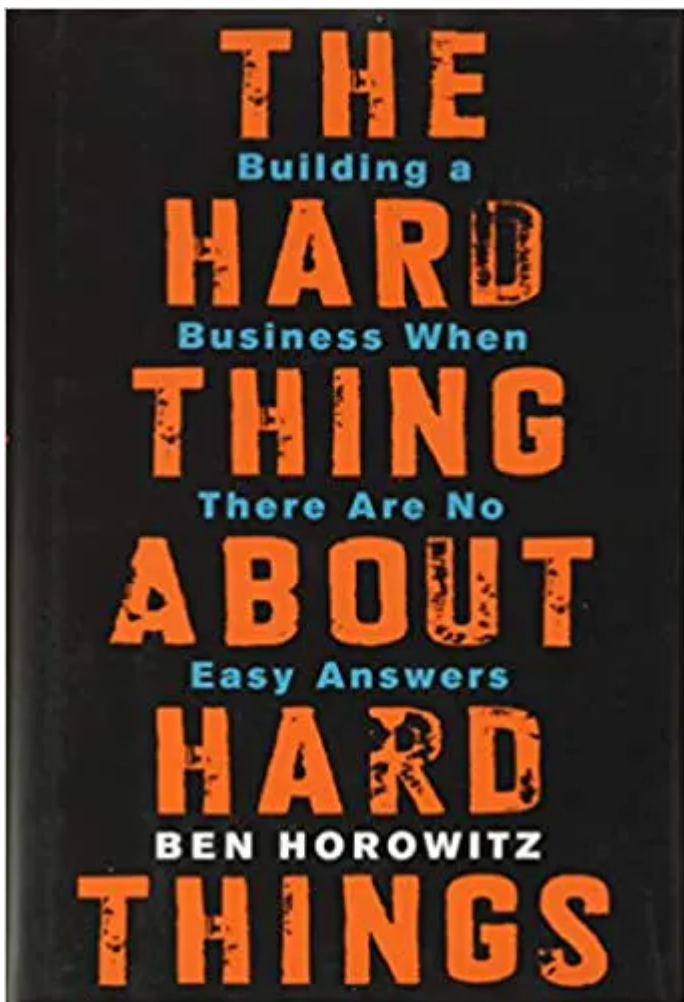
3/ Founders at Work: Stories of Startups' Early Days

[@jesslivingston](#) wrote this book and founded Y Combinator. It's a case study in high growth startups.



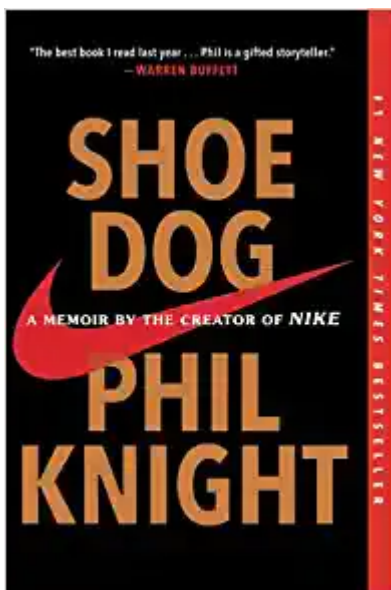
4/ The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers

One of my favorite memoirs, documenting a startup rollercoaster from beginning to end.



5/ Shoe Dog: A Memoir by the Creator of Nike

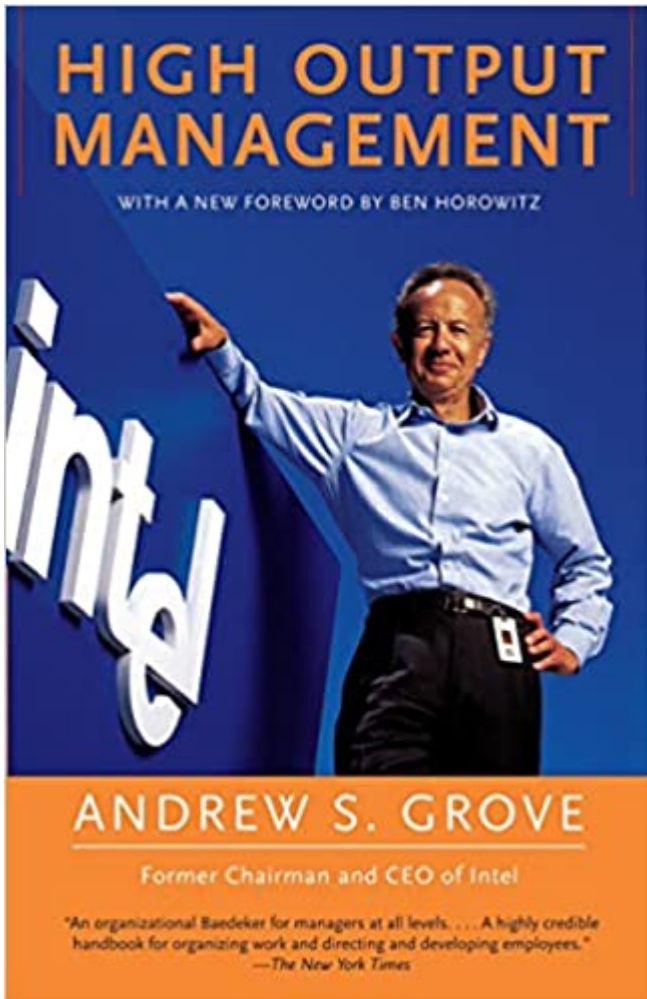
Another startup story, but about one of the most recognizable brands on earth.



6/ High Output Management

The OG book on startup management. You've learned concepts from it even if you haven't read it.

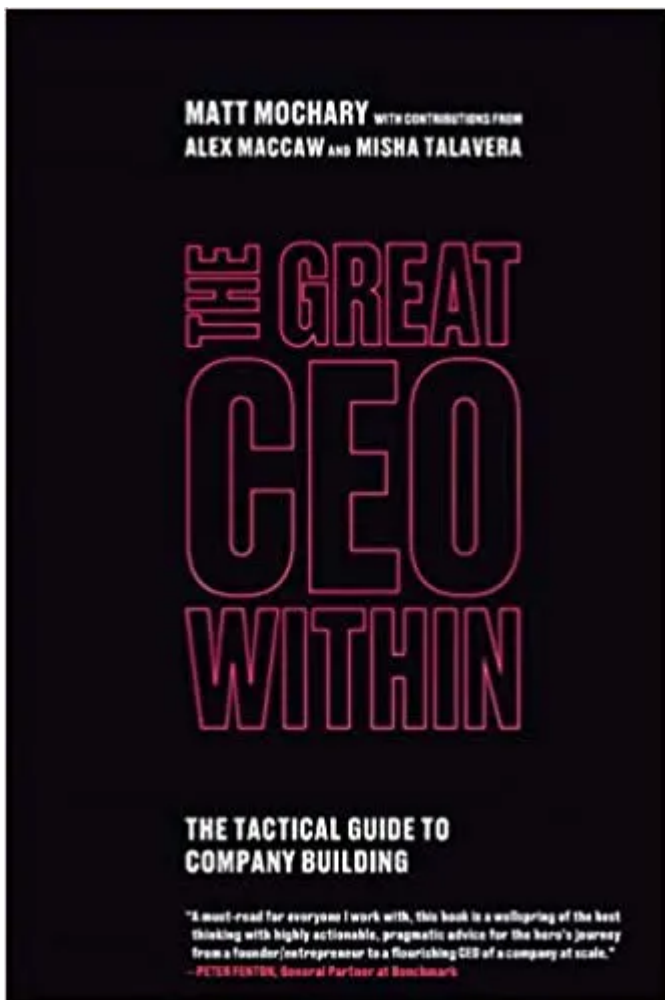
I coach my team with its lessons daily.



7/ The Great CEO Within: The Tactical Guide to Company Building

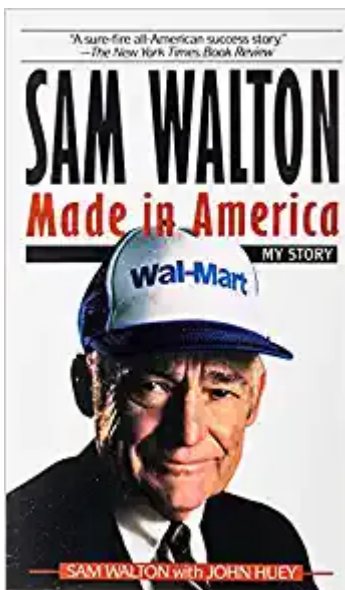
[@mattmochary](#) is the go to guy for helping CEOs scale their leadership. This book is the next best thing to hiring him yourself.

It started as a doc that was just passed around the inner circles of Silicon Valley.



8/ Sam Walton: Made In America

An inspiring story of one of the greatest entrepreneurs in American history.



9/ Double Your Profits: In Six Months or Less

Sounds corny, but a really helpful book when you're looking to improve your business.

"Double Your Profits is terrific . . . it's insightful, practical, and comprehensive."
—Larry Bossidy, Chairman and CEO, AlliedSignal, Inc.

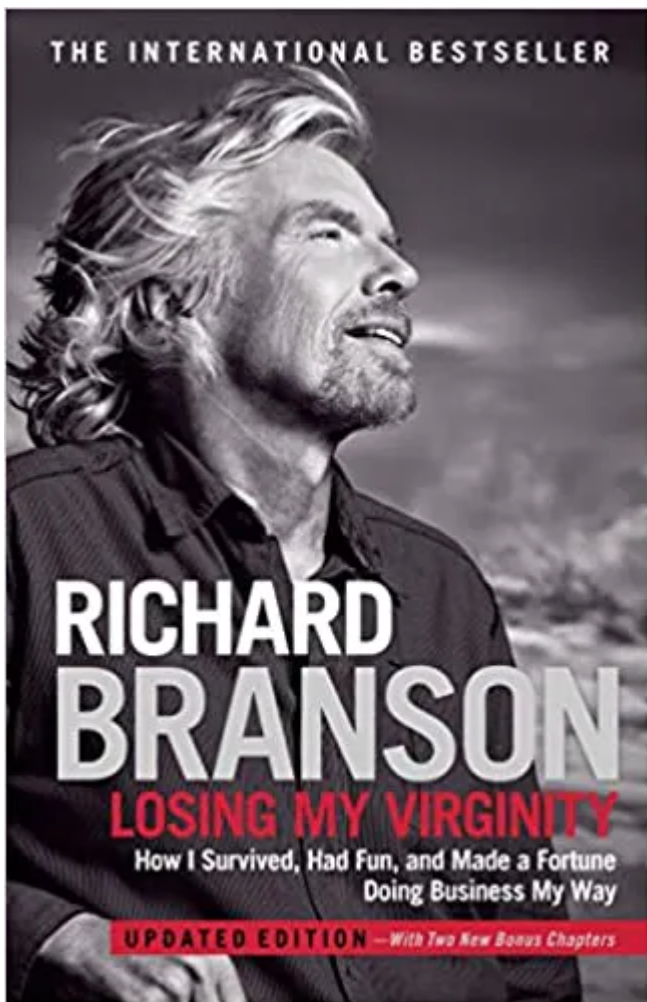
DOUBLE YOUR PROFITS

IN 6 MONTHS OR LESS



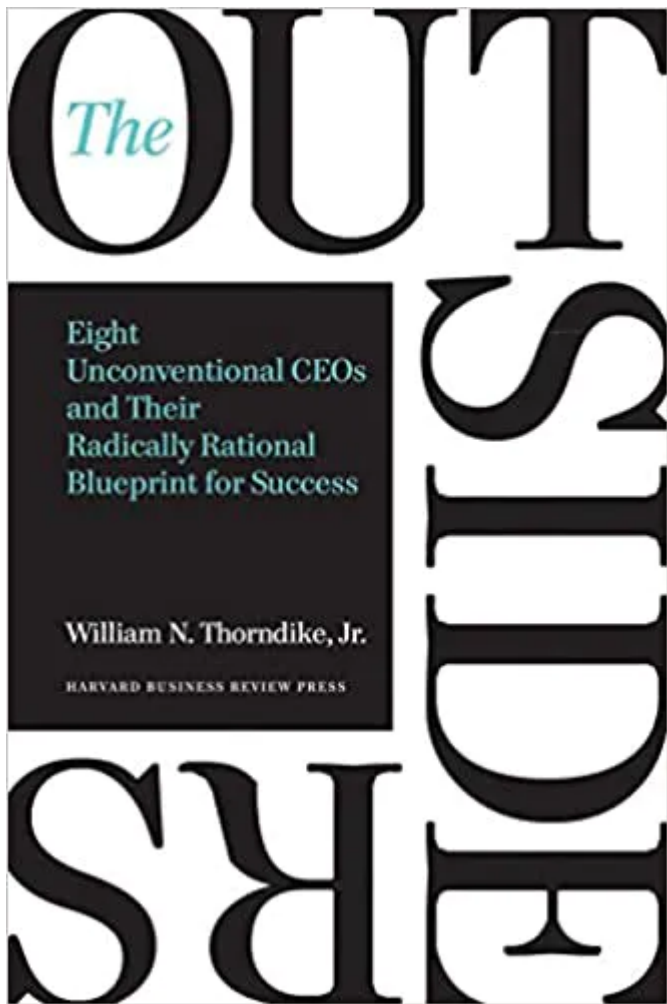
10/ Losing My Virginity: How I Survived, Had Fun, and Made a Fortune Doing Business My Way

Every great founder I know has read and loved [@richardbranson's](#) first memoir. It's inspiring, educational, and entertaining all in one book.



11/ The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

A masterclass in capital allocation and being a CEO. Not as well known as the others, but equally valuable.



While I have your attention...

Last year, I started [@GrowthAssistant](#) to solve my #1 problem:

Stop my team from getting bogged down in rote work.

For only \$3k/month, you can save your team 40+ hrs of tasks every week

Sign Up To Hire In Under 2 weeks■■■■■

<https://t.co/jKpEX7KQPe>

Follow me [@jspujji](#) for more tips, stories, tactics about growing a business.

I've bootstrapped multiple 8 figure companies, grew Ampush to \$400,000,000+ in FB spend, and now launch new companies through [@GatewayX](#).

And if you're looking to save dozens of hours each week by having a GA handle rote and manual tasks you can sign up here and get started in under 30 days:

<https://t.co/jKpEX7KQPe>