Twitter Thread by Ali Ladha



Ali Ladha
@AliTheCFO

Books every entrepreneur should read in 2022 (and why):

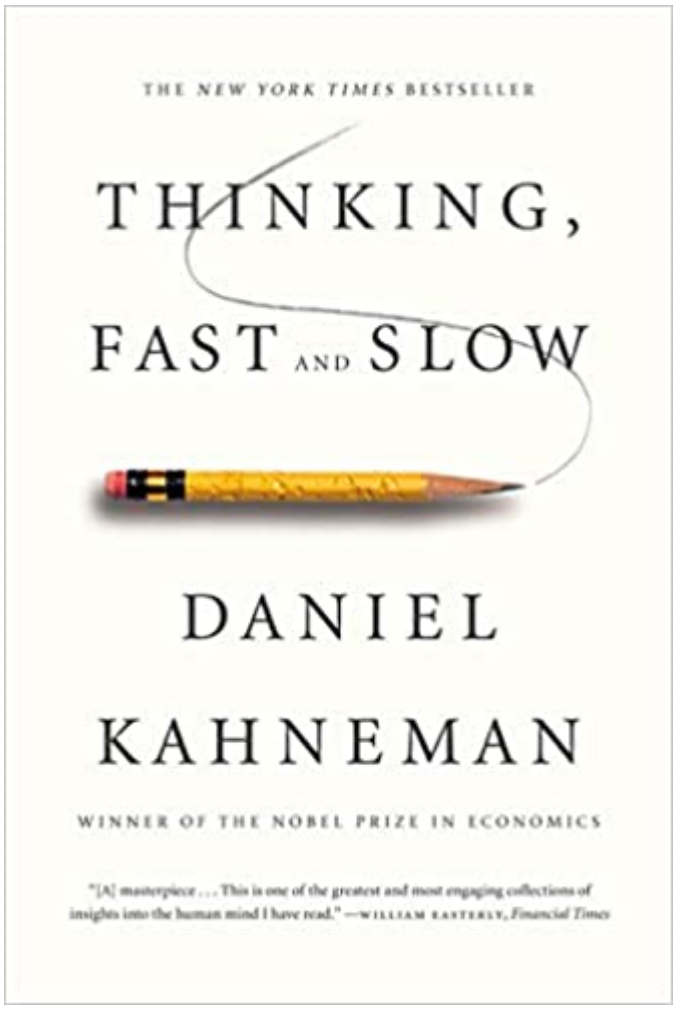
1/ Thinking Fast and Slow

Lessons:

• Probably the best book written on human behavior

• You will learn how to be aware of your own bias

• Make better decisions by understanding your blind spots



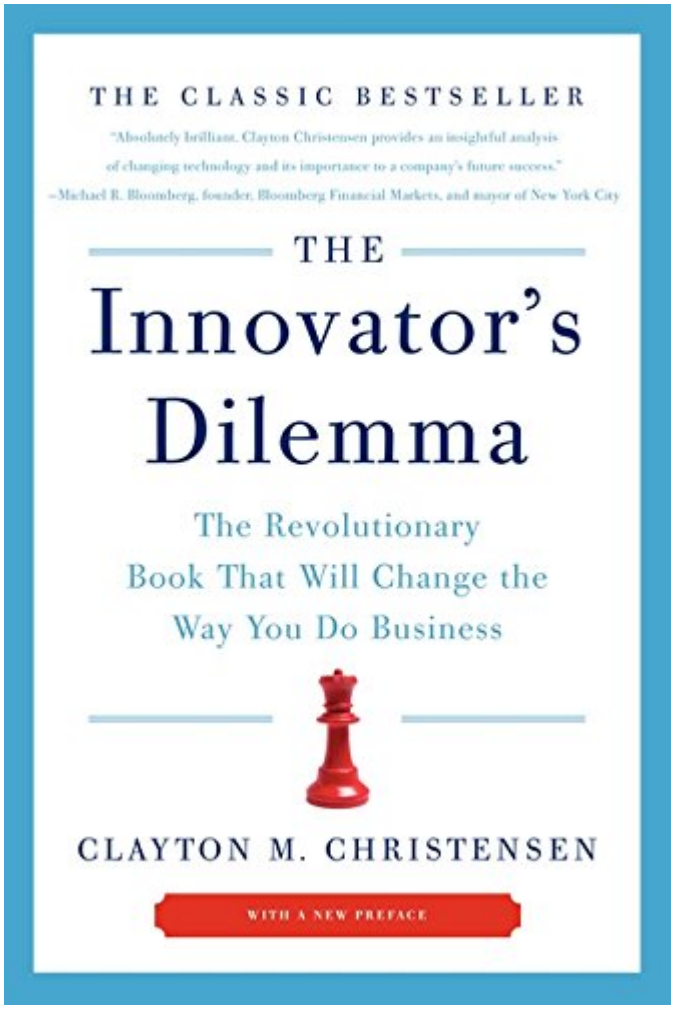
2/ The Innovator’s Dilemma

Lessons:

• Why big companies miss disruptive innovations

• Big companies demand quantification of market size

• Disruptive markets in their infancy can’t be quantified



3/ Zero to One

Lessons:

• Competition is for losers

• Monopolies are actually good

• Large TAM’s are overrated

THE INTERNATIONAL BESTSELLER

ZERO TO ONE

NOTES ON STARTUPS, OR HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

'That rare thing: a concise, thought-provoking book on entrepreneurship' **THE TIMES**

4/ How to Win Friends and Influence People

Lessons:

• Business is about people

• You’re selling to people (customers) or hiring people (employees)

• This book helps you get better at both

How to Win Friends & Influence People

OVER 70 YEARS IN PRINT!

THE ORIGINAL IS STILL THE BEST! THE *ONLY* BOOK YOU NEED TO LEAD YOU TO SUCCESS

DALE CARNEGIE

5/ Super Pumped

Lessons:

• Uber faced so much resistance when it was launching

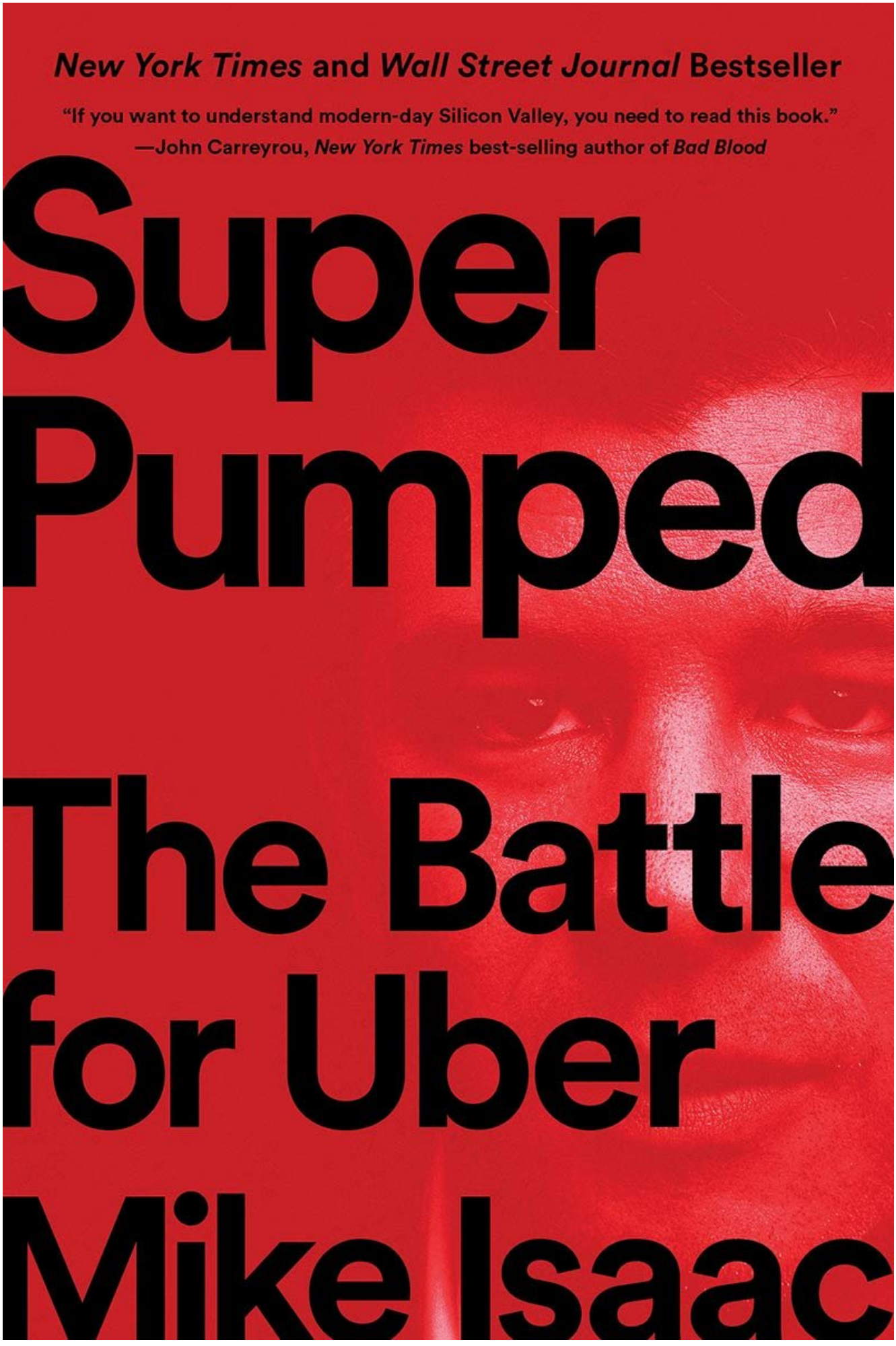
• If you're building a product in a market where there are large incumbents, take lessons from this book

New York Times and *Wall Street Journal* Bestseller

"If you want to understand modern-day Silicon Valley, you need to read this book."
—John Carreyrou, *New York Times* best-selling author of *Bad Blood*

Super Pumped

The Battle for Uber



Mike Isaac

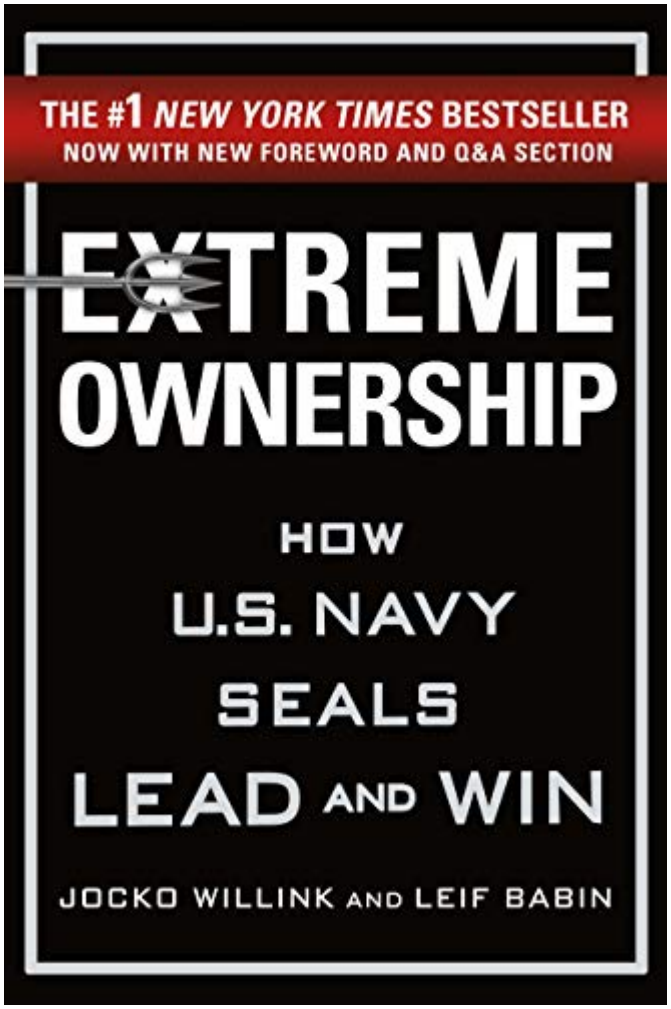
6/ Extreme Ownership

Lessons:

• Stories from the army on how to lead teams

• Good leaders take ownership of what they do

• Good leaders take ownership of what happens to their team



7/ Atomic Habits

Lessons:

• Change your life by taking small steps

• Small steps become part of your routine until a new habit is formed

#1 *NEW YORK TIMES* BESTSELLER

Tiny Changes, Remarkable Results

Atomic Habits

An Easy & Proven Way to Build Good Habits & Break Bad Ones

OVER 4 MILLION COPIES SOLD

James Clear

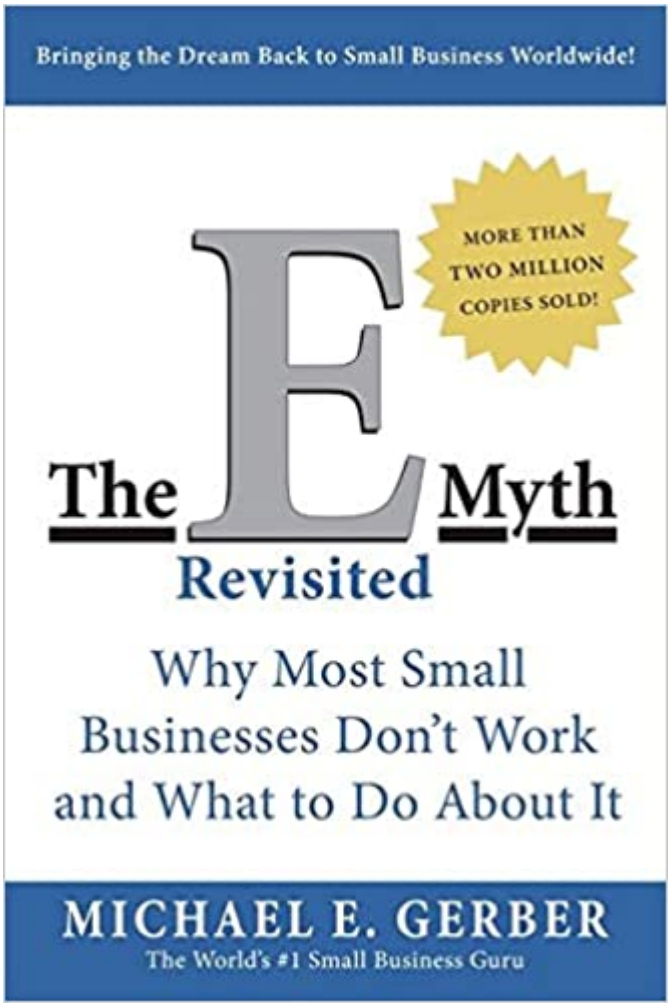
8/ The E Myth

Lessons:

• How to think in terms of systems and processes for your business

• A good business can function without the owner being involved in everything

• This comes down to building great processes to fulfill the work you do



9/ The Lean Startup

Lessons:

• How to think about MVPs for your launch

• This book crystallized the notion of validating your learnings via quick experiments

• Throw out the business plan, take action and test the market quickly



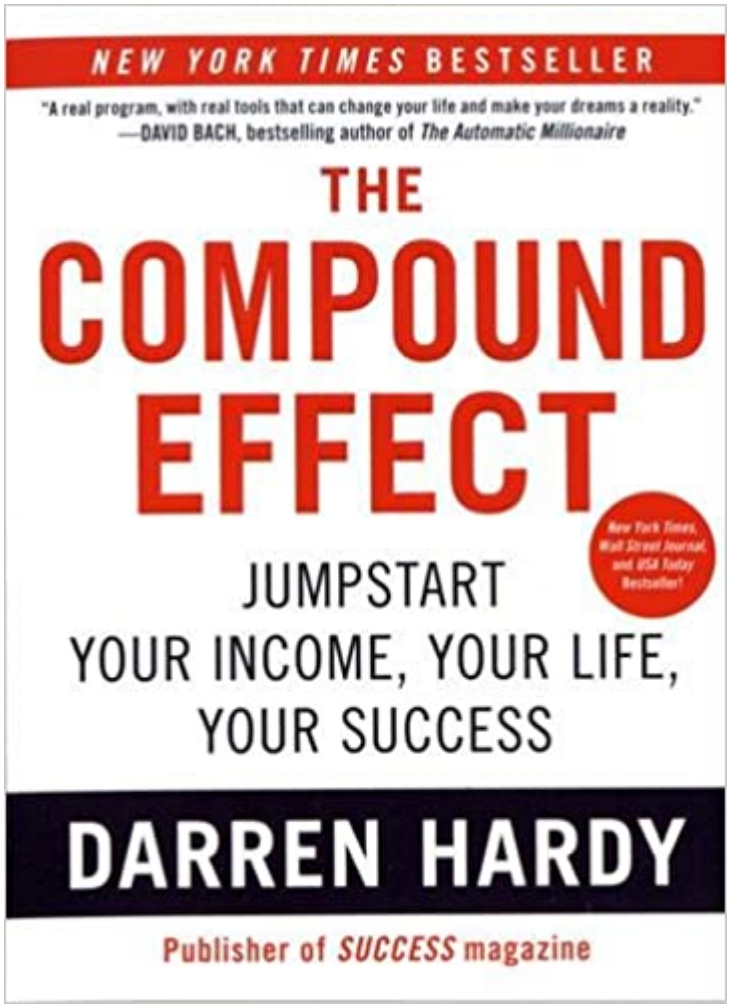
10/ The Compound Effect

Lessons:

• Compound Growth is the 8th wonder of the world

• This book dives into how compound growth can improve your life

• You overestimate what you can do in a day and underestimate what you can do in a year



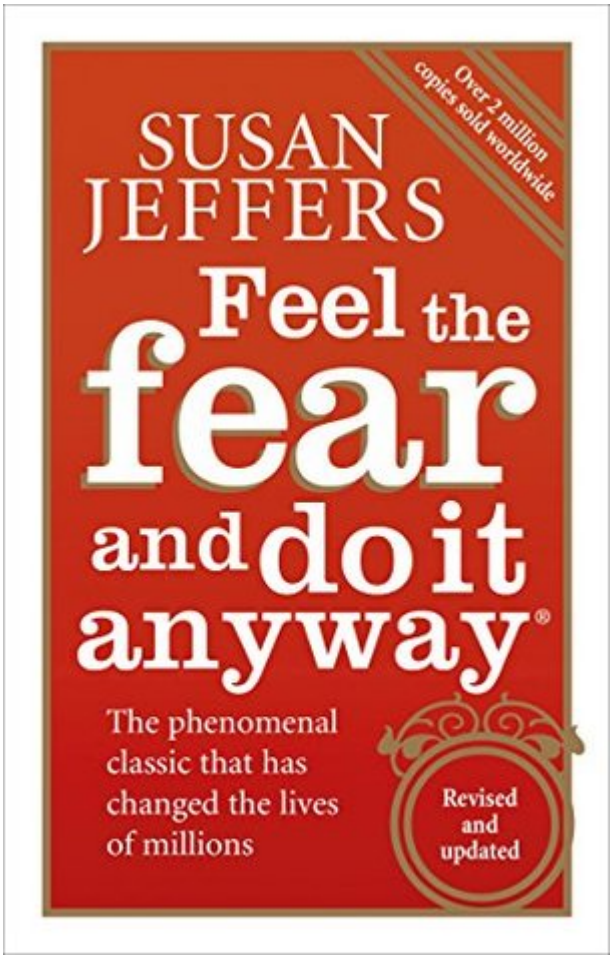
11/ Feel the Fear and Do it Anyway

Lessons:

• We all have fears, doubts, and suffer from analysis paralysis

• This book is a great reminder that fear is normal

• You will learn how to embrace your fears and take action anyway



12/ Think Again

Lessons:

• A new perspective on how to handle conflict

• How to change someone’s mind when they’re being stubborn

• How to build and nurture a passion

#1 *New York Times* Bestseller

The Power of Knowing What You Don't Know

THINK AGAIN



ADAM GRANT

"Brilliant...guaranteed to make you rethink your opinions and your most important decisions."
—Nobel Prize winner Daniel Kahneman

13/ Reverse Innovation

Lessons:

• Most people assume that the developing world is behind

• This book turns that assumption on its head

• Building for emerging markets allows you to import high-impact and low-cost innovations to developed markets



14/ No Rules Rules

Lessons:

• Netflix has one of the most unique corporate cultures

• A must-read as build your own company and think about culture

• This book written by the CEO dives into why Netflix came up with policies on: feedback and unlimited vacations

NEW YORK TIMES bestseller

NO RULES RULES

NETFLIX and the Culture of Reinvention

REED HASTINGS
ERIN MEYER

15/ Nudge

Lessons:

• Dissect how human beings make decisions

• The way things are placed in our environment influence how we make decisions

• Think twice about “default” options when making decisions

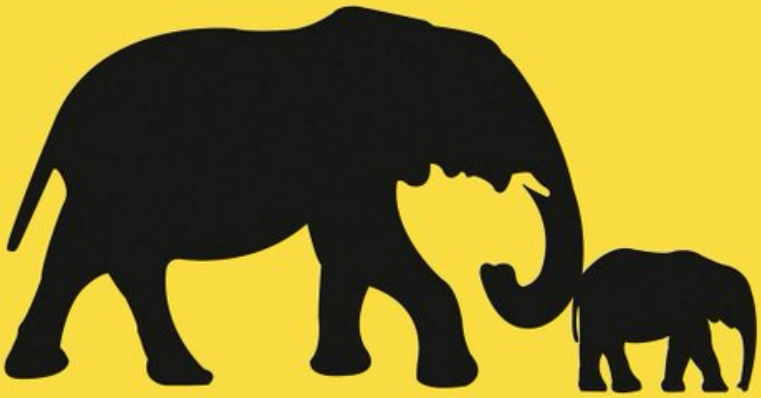
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RICHARD H. THALER

WINNER OF THE NOBEL PRIZE IN ECONOMICS

and CASS R. SUNSTEIN

WINNER OF THE HOLBERG PRIZE



Nudge

NEW YORK TIMES Bestseller

Improving Decisions About Health, Wealth, and Happiness

"One of the few books . . . that fundamentally changes the way I think about the world." —Steven D. Levitt, coauthor of FREAKONOMICS

16/ The Almanack of Naval Ravikant

Lessons:

• The 1st tweet I’ve ever bookmarked on twitter was Naval’s tweet on how to get rich (without getting lucky)

• A collection of Naval's lessons on wealth building and life

• This book is available for free online

