### Twitter Thread by Ali Ladha

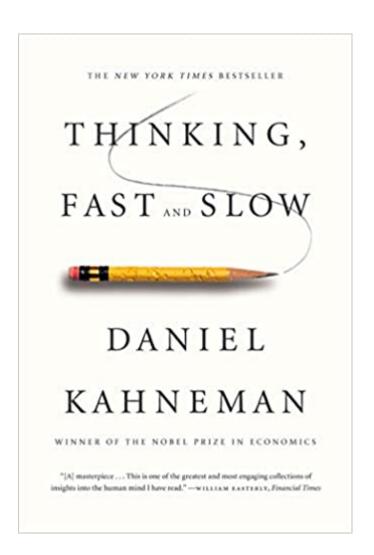




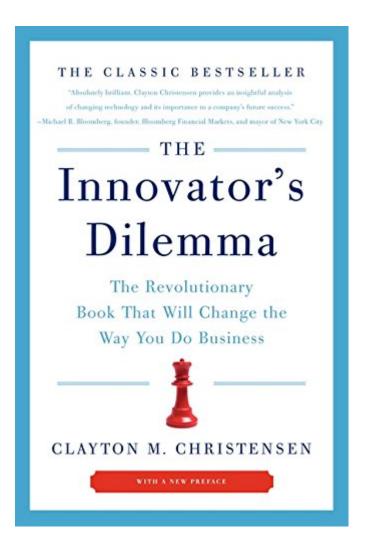
### Books every entrepreneur should read in 2022 (and why):

1/ Thinking Fast and Slow

- 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



- 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

- Competition is for losers
- · Monopolies are actually good
- Large TAM's are overrated

THE INTERNATIONAL BESTSELLER

# ZERO To O E

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

- 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 PRINTED

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

### DALE CARNEGIE

### 5/ Super Pumped

- 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

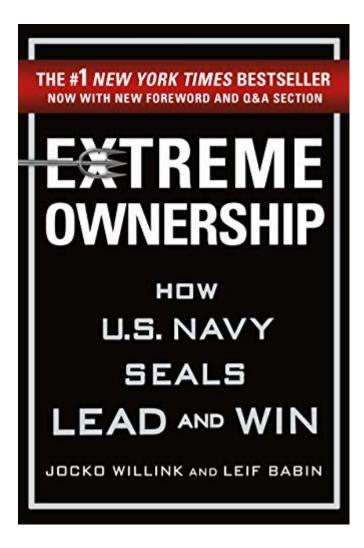
"If you want to understand modern-day Silicon Valley, you need to read this book."

—John Carreyrou, New York Times best-selling author of Bad Blood

## Super Pumpeo

# The Battle for Uber Mike Isaac

- 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

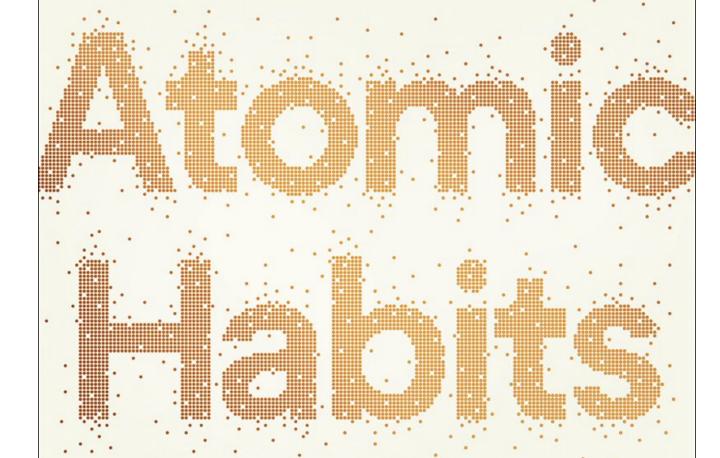


7/ Atomic Habits

- 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

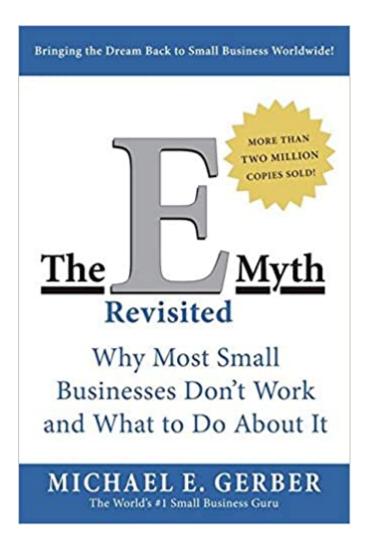


An Easy & Proven Way to Build Good Habits & Break Bad Ones



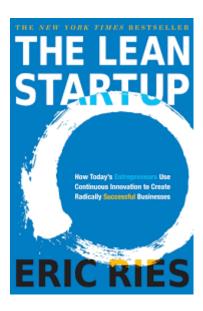
James Clear

- 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



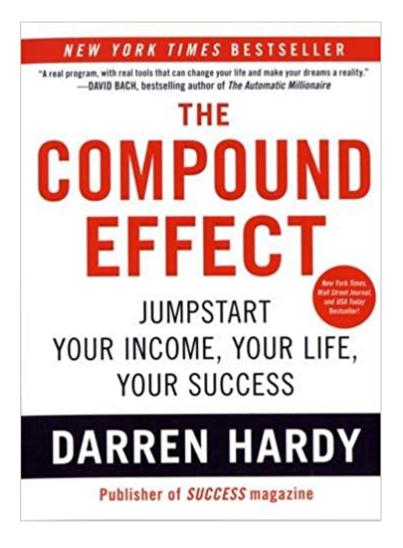
9/ The Lean Startup

- 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

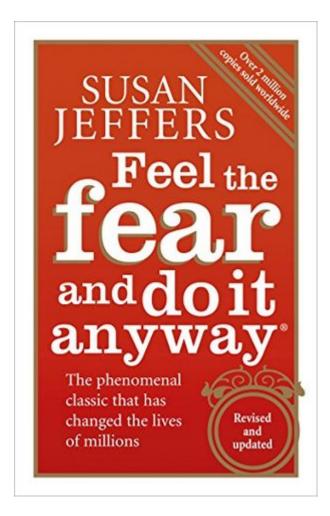


10/ The Compound Effect

- 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



- 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

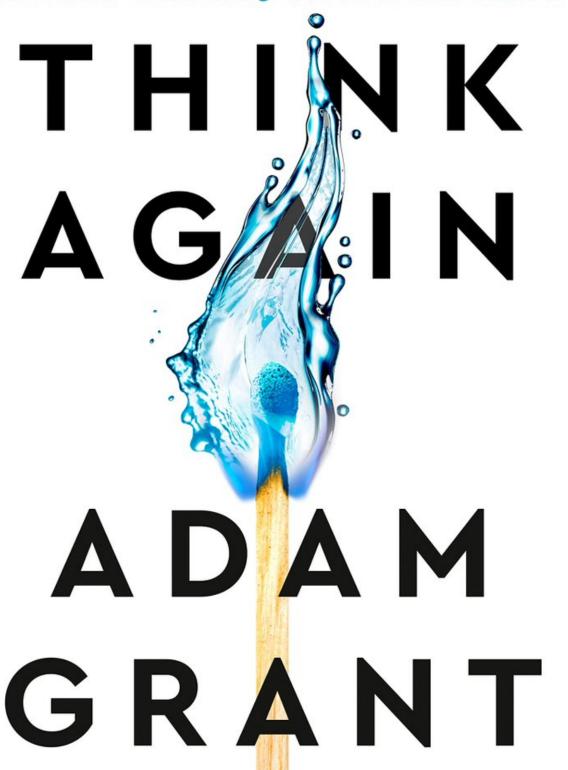


12/ Think Again

- 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

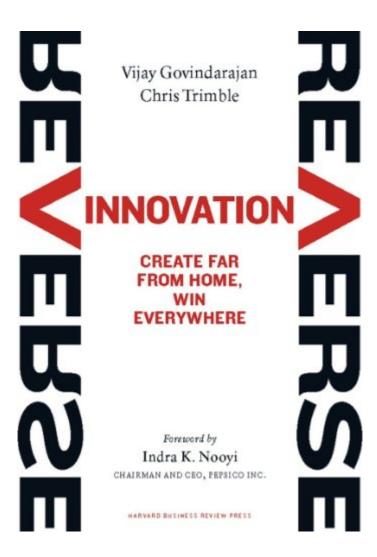
The Power of Knowing What You Don't Know



"Brilliant...guaranteed to make you rethink your opinions and your most important decisions."

—Nobel Prize winner Daniel Kahneman

- 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

- 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** ORULES RULES NETFLIX and the Culture of Reinvention REED HASTINGS MEYER

### 15/ Nudge

- 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

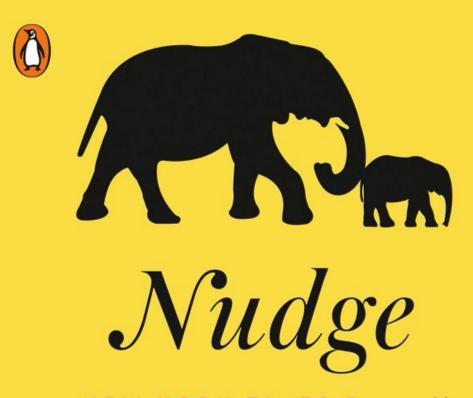
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### and CASS R. SUNSTEIN

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- 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

Foreword by TIM FERRISS

THE
ALMANACK
OF
NAVAL
RAVIKANT

A guide to wealth and happiness ERIC JORGENSON