

Recommended Reading for Entrepreneurs and Small Business Owners



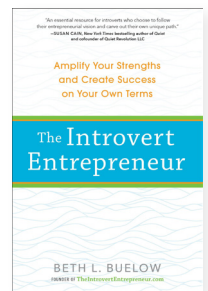
HELP YOUR READERS FIND INSPIRATION FOR EVERY STEP TOWARDS START-UP

There's a lot to consider before starting a business, from identifying goals to knowing how to attract customers. There's a book for pretty much any questions your entrepreneurial patrons are thinking of (and plenty they haven't gotten to yet). To help you anticipate those questions, we've gathered some of the best books for entrepreneurs both established and aspiring, on a variety of subjects.

For more suggestions, we recommend the **Public Library Core Collections: Nonfiction** for further assistance in building entrepreneurial collections for your library.

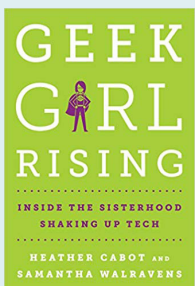
Exploring Entrepreneurship

One thing that may be stopping some people from even thinking about starting a business is fears about their own abilities. For confirmed introverts who worry about being able to network and talk up their business, there's Beth Buelow's **The Introvert Entrepreneur**, which encourages introverted readers to rely on their strengths to find success. For a classic take on the conversational skills required to court investments, draw in customers, or even hire or manage employees, point your patrons to Dale Carnegie's **How to Win Friends and Influence People**.



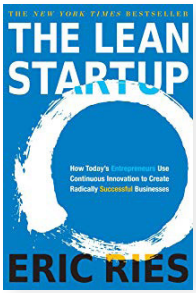
While LinkedIn cofounder Reid Hoffman's **The Start-Up of You** is actually NOT written for entrepreneurs — it's meant for anyone managing their career — it gives solid guidance in how to think and act like one. Given its insight into this topic, it's a good choice for people just beginning to explore entrepreneurship, but don't know where to start. From there, another option for absolute beginners in the start-up sphere is Chris Guillebeau's **The \$100 Startup**, a motivational introduction to building upon your ideas on a shoestring budget.

For Women at the Helm



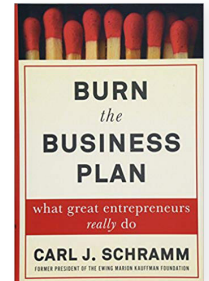
Women entrepreneurs often face different challenges than do male business owners. Fortunately, several successful women have written books to help others in the same boat. Women who need financial help starting or expanding their business should try Julia Pimsleur's **Million Dollar Women: The Essential Guide for Female Entrepreneurs Who Want to Go Big**. This informative guide identifies opportunities for raising capital, as well as case studies from successful entrepreneurs and sidebars on balancing professional and personal needs. In **Leapfrog: The New Revolution for Women Entrepreneurs**, Nathalie Molina Nino — the founder of an investment firm that backs companies supporting women — shares her own experiences and provides plenty of inspiration and guidance for women looking to launch their own companies. Aspiring female entrepreneurs jumping into (or already working in) the male-dominated tech space will want to grab Heather Cabot's **Geek Girl Rising**, while Grace Bonney's **In the Company of Women** offers inspirational stories and advice from more than 100 successful women, including some entrepreneurs.

Business Basics

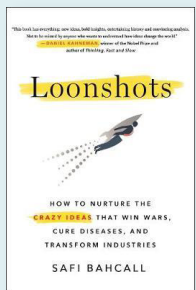


For the nuts and bolts of how to launch a successful start-up, you'll want to have **The Lean Startup**, by Eric Ries, on hand — though most of its examples come from the tech-o-sphere, the takeaways can be applied to other new businesses as well. Likewise, Gary Vaynerchuk's **Crushing It! How great Entrepreneurs Build Their Business and Influence – And How You Can Too** will help entrepreneurs create successful online marketing campaigns, while John Doerr's **Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs** explores how to set goals in order to get results, providing examples of influential companies that used Intel CEO Andy Grove's original strategies. And for those looking to launch a home-based food business, there's Lisa Kivirist's practical, soup-to-nuts **Homemade for Sale**.

To continue in the vein of how businesses *really* operate, Carl Schramm's **Burn the Business Plan** identifies (and dispels) some myths as he shares his own experiences with entrepreneurship — and as the head of the Kauffman Foundation for nearly 10 years, he has plenty to draw on. Fans of the television show *Shark Tank* may enjoy hearing about Daymond John's successes in **The Power of Broke**; his inspirational story of starting his clothing line with a \$40 budget provides plenty of hope and encouragement to others just starting their endeavors. His follow-up, **Rise and Grind**, relays the importance of hard, consistent work.



Go Big



If your patrons are thinking big, consider Safi Bahcall's **Loonshots: How to Nurture Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries**. While the author is an entrepreneur, this book is really about inspiring organizations to encourage and support “crazy ideas” through changing their organizational structure. Likewise, **Zero to One**, by PayPal co-founder Peter Thiel, is probably best for those either dreaming about a world-changing idea, or for those already in a place to take advantage of their role to implement it. It's a thought-provoking take on how innovation and market domination work. While small-business start-ups might be inspired by it, people looking to start a business in order to work for themselves are probably better served by **The E-Myth Revisited** by Michael Gerber. First published in 1986 and revised since then, it helps identify the pitfalls that lead to so many small businesses failing.

Success Stories of all Sizes

We'll end with some more narrative nonfiction — for less how-to and more histories or biographies about famous entrepreneurs and their companies, there's Brad Stone's **The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World**. Likewise, for the story of successful men exploring areas of interest and creating an industry where none exists, point readers to **The Space Barons: Elon Musk, Jeff Bezos, and the Quest to Colonize the Cosmos** by Christian Davenport. (Space nerds, armchair explorers, and engineers will want to read this, too.) While these men and their companies are all incredibly well-known, the stories of smaller successes can be inspirational as well. For that, we suggest Elmira Bayrasil's **From the Other Side of the World: Extraordinary Entrepreneurs, Unlikely Places** or Clifton Taulbert's **Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur**.

