

16 Powerful Books Every Entrepreneur Must Read

Save and complete this free checklist of my favorite entrepreneur and marketing books. As the founder of Crazy Egg, Hello Bar and KISSmetrics, I highly recommend investing your time into reading each of these books.

Favorite Entrepreneur Books

- Art of the Start by Guy Kawasaki
- The Dip by Seth Godin
- Lean Startup by Eric Ries
- The One Thing by Gary W. Keller and Jay Papasan
- Delivering Happiness by Tony Hsieh
- Losing My Virginity by Richard Branson
- Built to Last by James C. Collins and Jerry I. Porras
- Confessions of an Advertising Man by David Ogilvy
- Traction by Gino Wickman

Favorite Marketing Books

- Purple Cow by Seth Godin
- Hug Your Haters by Jay Baer
- Ogilvy on Advertising by David Ogilvy
- The 22 Immutable Laws of Marketing by Al Ries and Jack Trout
- Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim
- Positioning by Al Ries and Jack Trout
- Trust Me I'm Lying by Ryan Holiday