# 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

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