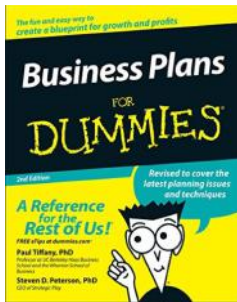# RECOMMENDED READINGS

3-Year Plan

Business Plan for Dummies
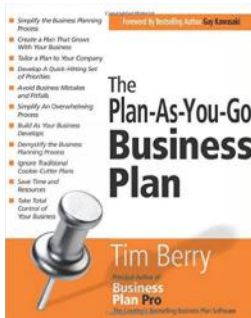by Paul Tiffany and Steven D. Peterson

Why Barney Likes It: This book is a great place to start to learn about business planning. It's a general look at what goes into a business plan. It shows you the steps and explains how to use them. It's an easy way to get focused and to understand all the different components of business planning.

Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs
by Richard Stutely

Why Barney Likes It: He takes a more scholarly approach to business planning. Think of this book as the encyclopedia of business planning. He does have a heavy emphasis on finance which he explains in depth. This is a good read once you understand the basic components of business planning.
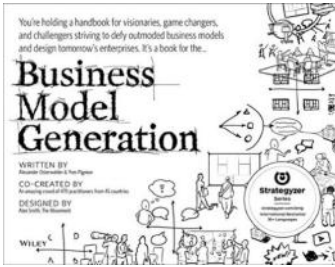
The Plan-As-You-Go Business Plan
by Tim Berry

Why Barney Likes It: This book addresses how to keep a business plan current. He believes that a business plan is a living document that needs to be updated periodically. Berry shows you how to keep your business plan alive.

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
by Alexander Osterwalder and Yves Pigneur

Why Barney Likes It: This new model of business planning includes a visual component. They want you to think of your business plan as a blank canvas. Then they take you through the process of building a plan through visualization. Their methods also rely heavily on collaboration. So if you want to read something new, I think you'll find this book compelling.

The Tears of Autumn
by Charles McCarry

Why Barney Likes It: So what is this book doing on the list? Because it is my favorite spy story of all time. Although a work of fiction, it is so compelling that at the end you wonder if it could be true. This is a great fictional account of a master planner. Every time the main character puts something in his plan into motion he needs to recalculate.