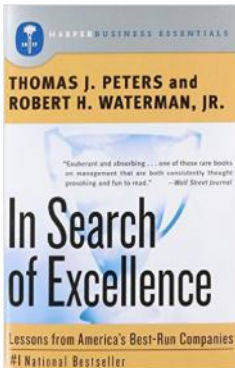


RECOMMENDED READINGS

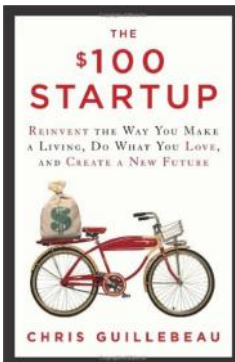
Lesson 1 || What Makes a Great Business Great?



In Search of Excellence

by Tom Peters

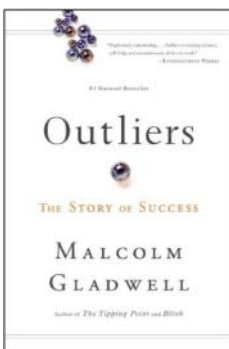
Why Barney Likes It: Even though this book was published in 1982, I believe it's the single best business book ever written. Peters writes in a case study format and his main point is that to be successful you need to get really close to your customers.



The \$100 Startup

by Chris Guillebeau

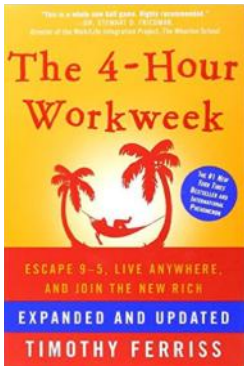
Why Barney Likes It: His premise is that most of the stuff we do when starting a business isn't necessary. In the startup phase, all that you really need is a really good product and some customers. Over time, the rest will take care of itself.



Outliers: The Story of Success

by Malcolm Gladwell

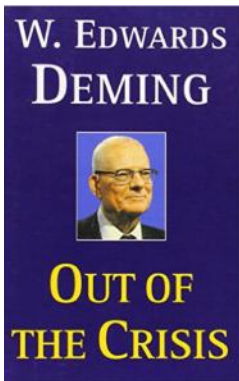
Why Barney Likes It: He points out that there is a compelling relationship between doing good work and being consistent. He talks about his 10,000 rule which means that once you do something over and over again for 10,000 hours, you'll get very good at delivering it.



The 4-Hour Work-Week

by Tim Ferris

Why Barney Likes It: He takes a somewhat extreme view by suggesting you outsource everything associated with your business. But the point he makes about delegating the things you don't like to do or aren't very good at is really good advice.



Out of the Crisis

by W. Edwards Deming

Why Barney Likes It: If you are interested in learning how the "quality" movement came about, Deming provides you with the foundation of putting best practices into your business.