

BEST BOOKS

For

“The Producer”

Book Recommendations For
The 7 Key Life Roles [7R]

Scholar + Healer + Accountant + Adventurer + Amorist + Producer + Citizen

Best Books For The Producer

The Producer is the careerist and professional. These are my top picks for books to find careers, build businesses, and produce value that is uniquely yours. Now get out there and make something!

Career Books

The Pathfinder: How To Choose Or Change Your Career For A Lifetime Of Satisfaction And Success by Nicholas Lore

The Art of Work: A Proven Path To Discovering What You Were Meant To Do by Jeff Goins

Pivot: The Only Move That Matters Is Your Next One by Jenny Blake

The Dip: A Little Book That Teaches You When to Quit (and When to Stick) by Seth Godin

Linchpin: Are You Indispensable? by Seth Godin

Think and Grow Rich by Napoleon Hill

General Business

Driven: Business Strategy, Human Actions, And The Creation Of Wealth by Joel Litman

The Personal MBA: Master the Art of Business by Josh Kaufman

The Ten-Day MBA 4th Ed.: A Step-by-Step Guide to Mastering the Skills Taught In America's Top Business Schools by Steven A. Silbiger

Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports by Thomas Ittelson

Startups Business

Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel

Running Lean: Iterate from Plan A to a Plan That Works by Ash Maurya

Value Proposition Design: How to Create Products and Services Customers Want by Alexander Osterwalder et al

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company by Steve Blank

Nail It then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation by Nathan Furr

Platform Scale: How An Emerging Business Model Helps Startups Build Large Empires With Minimum Investment by Sangeet Choudary

Startup Evolution Curve: From Idea To Profitable And Scalable Business by Dr. Donatas Junikas

Marketing

80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More by Perry Marshall

Stand Out: Tools To Master The 8 Fundamentals Of Standing Out In Business by Winnie Brignac Hart

Kellogg On Marketing by Alice M. Tybout

Unleashing The Idea Virus by Seth Godin

Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy Social World by Gary Vaynerchuk

Predictably Irrational: The Hidden Forces That Shape Our Decisions by Dan Ariely

Shoe Dog: A Memoir By The Creator Of Nike by Phil Knight

Shift: Inside Nissan's Historic Revival by Carlos Ghosn

Courses

Entrepreneurship Specialization at Wharton - One of the best business sequences out there. Most Wharton courses can be taken online.

Marketing at Wharton - Take any class taught by Barbara Khan or David Bell.

Management 610: Foundations of Teamwork & Leadership at Wharton - Take this one by the celebrated instructor Adam Grant.

General Assembly - Great source of courses for programmers and designers.

Springboard - This company offers post-grad specialty learning pathways that leave you with highly marketable skill sets.



Improve Your Mission, Business, & Life

Peyton is a dynamic educator and businessman who loves to help people obtain greater focus and fulfillment in their lives through story. He has worked with private clients and global brands. Peyton is based in Portland, Oregon—a magical and mysterious city enveloped by a Douglas Fir rainforest. To learn more about the J2R system, go to ArliePeyton.com.

