

In this short note we list, in no particular order, 23 books which have had a meaningful impact on the way we think about business, investing (and upon occasion, life). Some are well known, others perhaps less so:

- *The Outsiders - eight unconventional CEOs and their radically rational blueprint for success (William Thorndike)*
- *Different - escaping the competitive herd (Youngme Moon)*
- *Essays of Warren Buffett - lessons for investors and managers (Lawrence Cunningham)*
- *Shoe Dog - a memoir by the creator of Nike (Phil Knight)*
- *Grinding it out - the making of McDonald's (Ray Kroc)*
- *The Halo Effect - and eight other business delusions that deceive managers (Phil Rosenzweig)*
- *Predictably Irrational - the hidden forces that shape our decisions (Dan Ariely)*
- *David & Goliath - underdogs, misfits, and the art of battling giants (Malcolm Gladwell)*
- *India Unbound - from independence to the global information age (Gurcharan Das)*
- *Fooled by Randomness (Nassim Nicholas Taleb)*
- *Common Stocks and Uncommon Profits (Phillip Fisher)*
- *The Intelligent Investor (Benjamin Graham)*
- *The Starfish and the Spider - the unstoppable power of leaderless organizations (Ori Brafman)*
- *The Checklist Manifesto - how to get things right (Atul Gawande)*
- *The Investment Checklist - the art of in-depth research (Michael Shearn)*
- *One Up on Wall Street (Peter Lynch)*
- *The Ten Commandments of Business Failure (Donald Keough)*
- *The Davis Dynasty - fifty years of successful investing on wall street (John Rothchild)*
- *Outliers - the story of success (Malcolm Gladwell)*
- *Influence - the psychology of persuasion (Robert Cialdini)*
- *The Difficulty of Being Good - on the subtle art of dharma (Gurcharan Das)*
- *Buffettology (Mary Buffett)*
- *Winners Never Cheat - even in difficult times (Jon Huntsman Sr.)*

I invite your comments (soumil@dmzpartners.in)



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