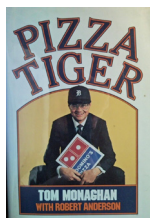


# The 15 Books that Helped Shape the Way that Gary Keller Thinks About Business

1

**The Bible**  
(or spiritual book of your choice)

2



**Pizza Tiger**  
by Thomas Monaghan  
and Robert Anderson

3



**Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You**  
by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary

4



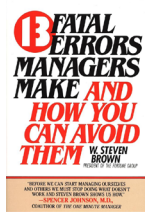
**McDonald's: Behind the Arches**  
by John F. Love

5



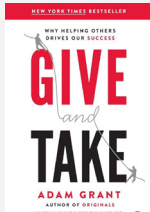
**Million Dollar Habits: 10 Steps to getting Everything You Want in Life**  
by Robert Ringer

6



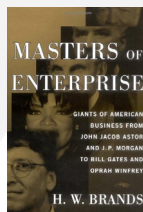
**13 Fatal Errors Managers Make and How You Can Avoid Them** by W. Steven Brown

7



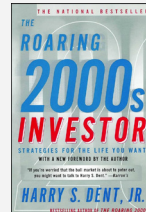
**Give and Take: Why Helping Others Drives Our Success**  
by Adam Grant

8



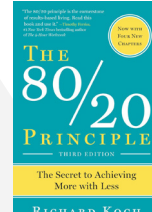
**Masters of Enterprise: Giants of American Business from John Jacob Astor and J.P. Morgan to Bill Gates and Oprah Winfrey**  
by H.W. Brands

9



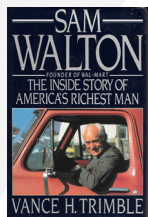
**The Roaring 2000s Investor: Strategies for the Life You Want**  
by Harry S. Dent, Jr.

10



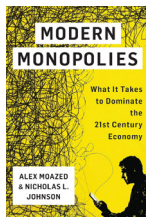
**The 80/20 Principle: The Secret to Achieving More with Less**  
by Richard Koch

11



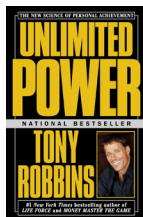
**Sam Walton: The Inside Story of America's Richest Man**  
by Vance H. Trimble

12



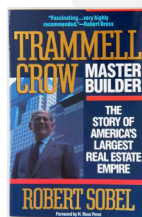
**Modern Monopolies: What It Takes to Dominate the 21st Century Economy**  
by Alex Moazed and Nicholas L. Johnson

13



**Unlimited Power: The New Science Of Personal Achievement**  
by Tony Robbins

14



**Trammell Crow, Master Builder: The Story of America's Largest Real Estate Empire**  
by Robert Sobel

15



**Six Thinking Hats: An Essential Approach to Business Management**  
by Edward de Bono



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