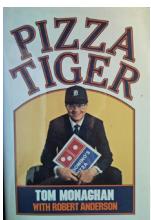


The 15 Books that Helped Shape the Way that Gary Keller Thinks About Business

1

The Bible
(or spiritual book of your choice)

2



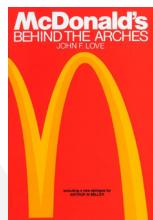
Pizza Tiger
by Thomas Monaghan and Robert Anderson

3



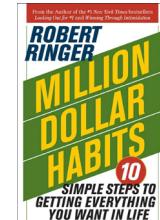
Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You
by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary

4



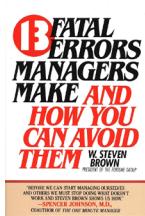
McDonald's: Behind the Arches
by John F. Love

5



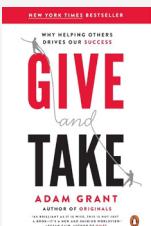
Million Dollar Habits: 10 Steps to Getting Everything You Want in Life
by Robert Ringer

6



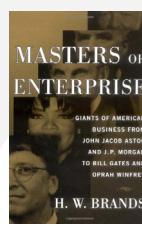
13 Fatal Errors Managers Make and How You Can Avoid Them by W. Steven Brown

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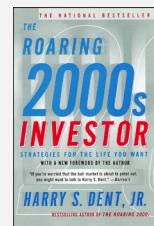
Give and Take: Why Helping Others Drives Our Success
by Adam Grant

8



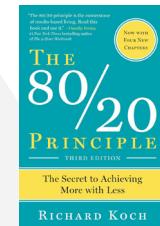
Masters of Enterprise: Giants of American Business from John Jacob Astor and J.P. Morgan to Bill Gates and Oprah Winfrey
by H.W. Brands

9



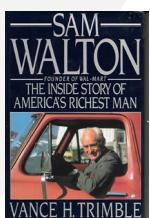
The Roaring 2000s Investor: Strategies for the Life You Want
by Harry S. Dent, Jr.

10



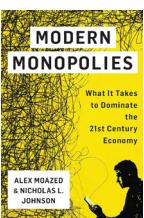
The 80/20 Principle: The Secret to Achieving More with Less
by Richard Koch

11



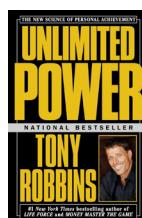
Sam Walton: The Inside Story of America's Richest Man
by Vance H. Trimble

12



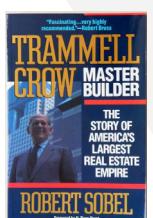
Modern Monopolies: What It Takes to Dominate the 21st Century Economy
by Alex Moazed and Nicholas L. Johnson

13



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

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Trammell Crow, Master Builder: The Story of America's Largest Real Estate Empire
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SIX THINKING HATS
EDWARD DE BONO

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



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