Seven Habits of Highly Effective People
By: S. Covey

Principle Centered Leadership
By: S. Covey

Guts
By: K&J Frieberg

Nuts
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Love and Profit
By: James Autry

Circle of Innovation
By: Tom Peters
E-Myth
By: M. Gerber

The Great Game of Business
By: J. Stack

Jump Start Your Business Brain
By: Doug Hall

Built to Last:
By: J. Collins & J. Porras