





**DO  
NO  
HARM**

**TAKE  
NO  
SHIT**

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**fancy book-learning is overrated**

# **MARKETING**

Alex Mandossian: All Selling Aside

Roy H. Williams: Wizard of Ads

Harvey MacKay: How to Swim

# **STRATEGERY**

W. Edward Deming: Six Sigma

Sun Tzu: The Art of War

Steven R. Covey: Seven Habits

# **MOTIVATION**

Vishen Lakhiani: Mindvalley

Tony Robbins: Unlimited Power

Dale Carnegie: How to Win Friends

## **SALES**

Chris Lytle: The Accidental Salesperson

Brian Tracy: The Psychology of Selling

Zig Ziglar: Sell Your Way to the Top

## **FLOW**

Jamie Wheal: Flow Genome Project

Mihaly Csikszentmihalyi: Flow

Steven Kotler: Flow Research Collective

## **LAW OF ATTRACTION**

Napoleon Hill: Think and Grow Rich

Earl Nightingale: The Strangest Secret

Wallace Wattles: The Science of Getting Rich

**You don't need to know it all...  
You just need to know enough!**



**study successful people, then do what they do**



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