

## Lista carti recomandate de Andy Szekely

### I. Business, IMM:

1. E myth, *Michael E. Gerber*
2. Drive, *DANIEL H. PINK*
3. The Lean Startup, *Eric Ries*
4. Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market, *Brian Tracy and Mark Thompson*

### II. Marketing:

1. Contagious: Why Things Catch On, *Jonah Berger*
2. Made to Stick: Why Some Ideas Survive and Others Die, *Dan Heath*
3. Influence, The Psychology of Persuasion, *Robert B. Cialdini*
4. Building a Story Brand: Clarify Your Message So Customers Will Listen, *Donald Miller*

### III. Vanzari:

1. To Sell Is Human: The Surprising Truth About Moving Others, *Daniel H. Pink*
2. The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies, *Chet Holmes*
3. Comunica, influenteaza, convinge, *Andy Szekely*
4. New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development, *Mike Weinberg*

### IV. Produs/Inovatie:

1. Marketing lateral - noi tehnici pentru descoperirea ideilor de succes, *PHILIP KOTLER, FERNANDO TRIAS DE BES*
2. The 4 Lenses of Innovation, *Rowan Gibson*
3. Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs, *W. Chan Kim, Renée A. Mauborgne*
4. The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, *Clayton M. Christensen*

### V. Leadership:

1. Leaders Eat Last, *Simon Sinek*
2. How the Best Leaders Lead, *Brian Tracy*
3. Extreme Ownership: How U.S. Navy SEALs Lead and Win, *Jocko Willink, Leif Babin*
4. Leadership fara armura, *Andy Szekely*