



*Alison Cardy | Elite Coach to Visionary Leaders | Avid Reader*

**Dear Reader,**

As a kid, I had a night-time routine that occurred anytime I was reading something really good.

My mom would put me to bed. I'd wait, listening for the tell-tale creak outside my parents' room. Then I'd tip-toe over to the corner of my bedroom with my book in tow. I'd lay down on my belly beneath the glow of the wall outlet nightlight, prop open my book and get to work on figuring out what happened next.

I'd read late into the night, usually finishing the book and facing the consequence of bleary eyes and tiredness the next day.

On lazy weekend afternoons it wasn't unusual for my parents, my older brother and I to sit around reading together, each of us lost in the worlds we were creating in our heads. (*Quiet, anyone?*)

Then there was a period after college where I slowed my roll around my book worm nature.

"I don't want to live in my imagination anymore," I thought. "I want to live in the real world."

So I dropped my books and started learning through taking action.

The benefit of this approach was that I always learned a lesson that was exactly tailored to me and my personal errors or ignorance.

The downside was that it was a slow way to learn.

I came back to books when I realized somebody somewhere in the world had figured out a whole lot of things already. And they'd thoughtfully taken the time to write those things down! What a gift.

Nowadays I'm usually in the middle of a handful of books. The ones I love most have ideas that pop my brain open or stories that remind me of the beauty and frailty of the human condition.

The following reading list was curated from recommendations from exceptional leaders, like yourself.

I hope it helps you find your next great read.

Warmly,  
Alison

PS. Let me know if you read any of these or find another great book. I'll compile additional recs into a new list.

PPS. Watch out for picking up a really good book right before bed. Take it from me, we all need our sleep. ;)



# To a Billion With Joy

## recommended reading list | volume one

### **BUSINESS STRATEGY**

*Art of Action* by Stephen Bungay

*Blue Ocean Strategy* by Renée Mauborgne and W. Chan Kim

*Built to Sell* by John Warrillow

*Contagious* by Jonah Berger

*Deep Work* by Cal Newport

*Discipline of Market Leaders* by Michael Treacy and Fred Wiersema

*Ego vs. EQ* by Jen Shirkani

*Greening Your Business* by Daniel Sitarz

*Hacking Marketing* by Scott Brinker

*How to Make Incredible Money in Technology Sales* by Mike Slattery

*Loonshots* by Safi Bahcall

*Management Consulting: A Guide to the Profession* by Milan Kubr

*Management Consulting: Delivering an Effective Project* by Philip A. Wickham

*Play Bigger* by Al Ramadan, Dave Peterson, Christopher Lochhead, and Kevin Maney

*Range: Why Generalists Triumph in a Specialized World* by David Epstein

*Sales Management. Simplified.* by Mike Weinberg

*Start with Why* by Simon Sinek

*Story 10x* by Michael Margolis

*Storyworthy* by Matthew Dicks

*Strategy Beyond the Hockey Stick* by Chris Bradley, Martin Hirt, and Sven Smit

*The Advantage* by Patrick M. Lencioni

*The Employee Experience Advantage* by Jacob Morgan

*The Power of Moments* by Dan Heath

*The Servant* by James C. Hunter

*Think and Grow Rich* by Napoleon Hill

*Why Simple Wins* by Lisa Bodell



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### FICTION AND FANTASY

*A Gentleman in Moscow* by Amor Towles  
*All Systems Red* by Martha Wells  
*Fall; or, Dodge in Hell* by Neal Stephenson  
*His Dark Materials* trilogy by Philip Pullman  
*Life After Life* by Kate Atkinson  
*The Reckoning* by John Grisham  
*The Silent Corner* by Dean Kuntz  
*The Sympathizer* by Viet Thanh Nguyen

### HISTORY AND MEMOIRS

*Abraham Lincoln: The Prairie Years* by Carl Sandburg  
*A Higher Loyalty* by James Comey  
*American Icon* by Bryce G. Hoffman  
*Bad Blood: Secrets and Lies in a Silicon Valley Startup* by John Carreyrou  
*Bitcoing Billionaires* by Ben Mezrich  
*Can't Hurt Me* by David Goggins  
*Cities: The First 6000 Years* by Monica L. Smith  
*Extreme Ownership* by Jocko Willink and Leif Babin  
*Five Presidents* by Clint Hill and Lisa McCubbin  
*Help Me!* by Marianne Power  
*Kitchen Confidential* by Anthony Bourdain  
*Leaders: Myths and Reality* by Stanley McChrystal  
*One Giant Leap* by Charles Fishman  
*Shoe Dogs* by Phil Knight  
*Tell to Win* by Peter Guber  
*The British Are Coming* by Rick Atkinson



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### HISTORY AND MEMOIRS (cont.)

*The End of the End of the Earth* by Jonathan Franzen

*The Girl Puzzle* by Kate Braithwaite

*The Greatest Miracle in the World* by Og Mandino

*The Hero with a Thousand Faces* by Joseph Campbell

*The Impossible Climb* by Mark Synnott

*The Undoing Project* by Michael Lewis

*The Years of Lyndon Johnson* by Robert Caro

*Third Wave* by Steve Case

*Trillion Dollar Coach* by Alan Eagle, Eric Schmidt, and Jonathan Rosenberg

*When Breath Becomes Air* by Paul Kalanithi

### LEADERSHIP AND PERSONAL DEVELOPMENT

*Atomic Habits* by James Clear

*Barking up the Wrong Tree* by Eric Barker

*Breaking the Habit of Being Yourself* by Joe Dispenza

*Clash of the Generations* by Valerie M. Grubb

*Dare to Lead* by Brene Brown

*Good to Great* by James C. Collins

*Great Leaders Have No Rules* by Kevin Kruse

*Grit* by Angela Duckworth

*Leadershift* by John Maxwell

*Multipliers: How the Best Leaders Make Everyone Smarter* by Liz Wiseman

*Never Eat Alone* by Keith Ferrazzi

*One Small Step Can Change Your Life* by Robert Maurer

*On Managing Yourself* by HBR's Top Reads

*Presence* by Amy Cuddy





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### LEADERSHIP AND PERSONAL DEVELOPMENT (cont.)

*Principles* by Ray Dalio

*Quiet* by Susan Cain

*Radical Candor* by Kim Scott

*Red Shoes Living* by Lonnie Mayne

*The Bee Book* by Paul Rigby

*The Dichotomy of Leadership* by Jocko Willink

*The One Thing* by Gary Keller and Jay Papasan

*The Speed of Trust* by Steven Covey

*The Subtle Art of Not Giving a F\*ck* by Mark Manson

*Your First 100 Days in a New Executive Job* by Robert Hargrove

### MISCELLANEOUS

*Prosperity Paradox* by Clayton Christensen, Efosa Ojomo, and Karen Dillon

*Slaying the Giants in Your Life* by David Jeremiah

*So You Want to Talk About Race* by Ijeoma Oluo

*Your Digital Undertaker* by Sharon Hartung

### SCIENCE AND TECHNOLOGY

*A Brief History of Time* by Stephen Hawking

*Accelerate* by Gene Kim, Jez Humble, and Nicole Forsgren

*Army of None* by Paul Scharre

*Collapse* by Jared Diamond

*Digital Minimalism: Choosing a Focused Life in a Noisy World* by Cal Newport

*Digital Transformation* by Tom Sieble

*The Phoenix Project* by Gene Kim, George Spafford, and Kevin Behr