

Innumerable books are written on entrepreneurship, business, and how to understand people but some books are more powerful than the others. The reason being that these books are written by people who have seen it, done it, and have shared their experience in a structured format. Some of these books are written based on detailed research where the data in itself is very powerful to look at. We have shared a list of books that would have a life-changing impact. And that's the reason we are calling the list as the secret superstar of your life.

It is said that on an average a CEO reads almost 60 books in a year, but you don't need to read that many books in a year. What you need to know is the essence of the book; and how is it going to affect you to help you stay ahead in the curve.

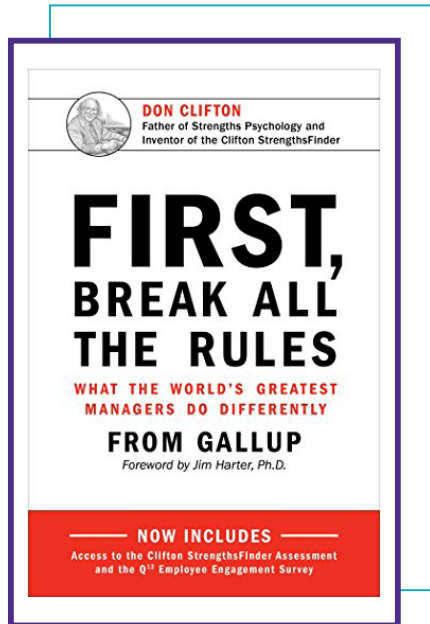
Between a book, a blog, and a random article - the difference is that a book is more structured and it gives you an understanding of the certain subject in a very structured or step-by-step manner, whereas an article or a blog gives you ideas in a random way. Books are like skeleton and blogs, articles, magazines or newspapers act like adding muscles to the skeleton. Both are important.

**Here's the secret superstar list which will  
shape your overall thinking around  
three broad topics -**

# People Management & Self Growth



01



## First, Break All the Rules

This book gives you an idea of how to keep people happy in the company and what makes a person happy. Here are a few rules

- First Rule: Select for Talent
- Second Rule: Define the Right Outcomes
- Third Rule: Focus on Strengths
- Fourth Rule: Find the Right Fit

[Know more about the book](#)

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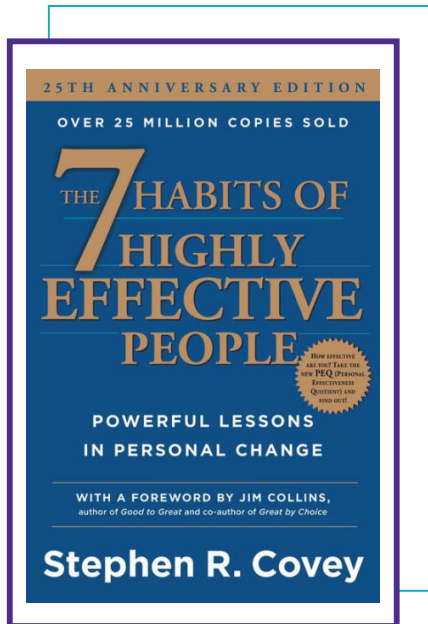
02



## Citehr.com

The community to discuss HR related topics

03



## First, Break All the Rules

This is an important book as it helps you grow from a dependent person to an independent person to interdependent person. As we all know, maturity is a self-driven trait and this book gives you a deeper insight into how you can understand a little more about maturity by changing your mindset, behaviour, and using effective tools. It can help you attain more maturity faster in today's fast-paced world.

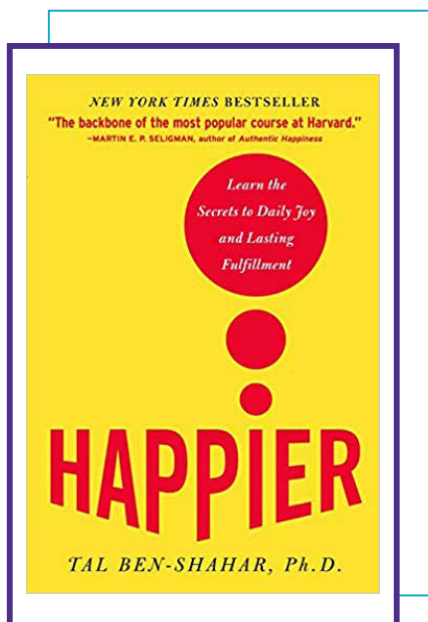
Here we list down 7 habits of highly effective people –

- |          |  |
|----------|--|
| Habit 1: | Be Proactive                                       |
| Habit 2: | Begin with the End in Mind                         |
| Habit 3: | Put First Things First                             |
| Habit 4: | Think Win-Win                                      |
| Habit 5: | Seek First to Understand,<br>Then to Be Understood |
| Habit 6: | Synergise  |
| Habit 7: | Sharpen the Saw                                    |

[Know more about the book](#)

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04



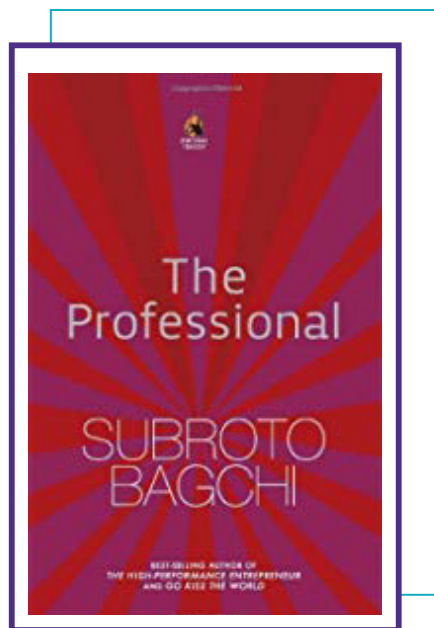
## Happier: Learn the Secrets To Daily Joy And Lasting Fulfillment

How to be happy? An apparently difficult question with a simple solution! Tal Ben-Shahar blends positive psychology theory and self-help advice in this easy-to-read book

[Know more about the book](#)

[Click Here](#)

05



## The Professional

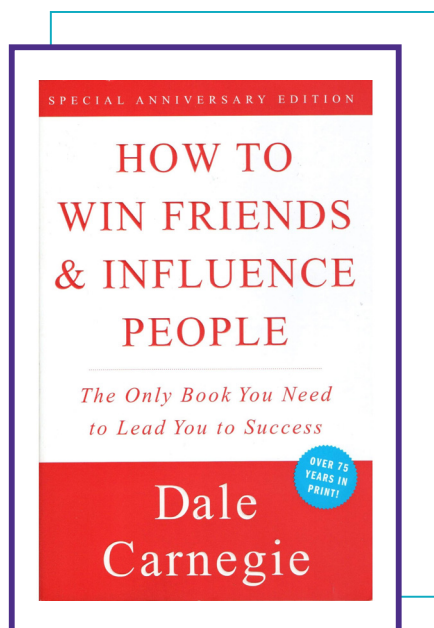
by Subroto Bagchi

What qualities should a great professional possess? What's the difference between a professional choice and an unprofessional one? This book gives you the answers.

[Know more about the book](#)

[Click Here](#)

06



## How To Win Friends And Influence People

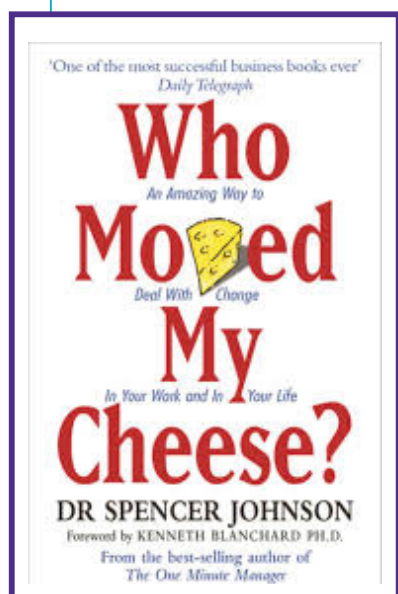
by Dale Carnegie

One of the first self-help books to be a best seller – over 30 million copies have been sold worldwide, this book is a minefield of secrets to win friends, handle people, and inspire people to think the way you think. The 3rd edition of the book, released in 2011, is titled “How to Win Friends and Influence People in the Digital Age” which talks about relationship and business success.

[Know more about the book](#)

[Click Here](#)

07



## Who Moved My Cheese?

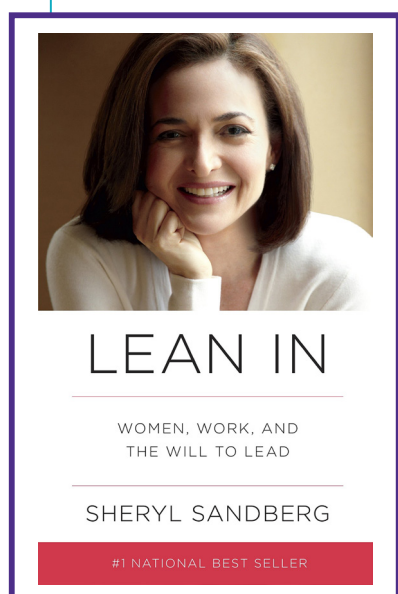
by Spencer Johnson

The ability to deal with unexpected change is vital for success and *Who Moved My Cheese?* by Spencer Johnson fantastically illustrates the message through a motivational fable. This book is one of the best-selling business books. Learn more about the book [here](#)

[Know more about the book](#)

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08



## Lean In: Women, Work, And The Will To Lead

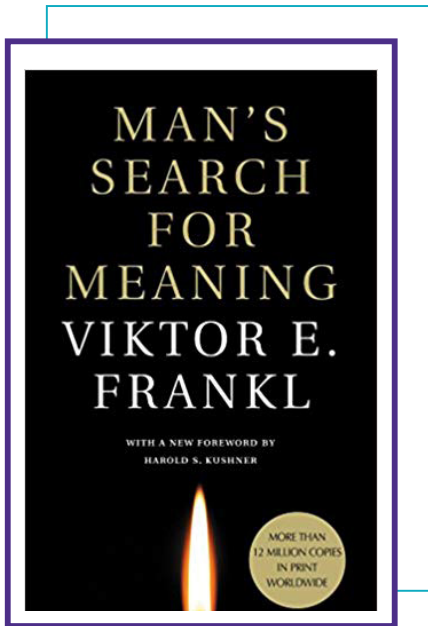
by Sheryl Sandberg

She shares a new perspective on women empowerment. The book packs facts, statistics, and anecdotes while drawing in Sheryl's own professional experience to shed light on women and leadership.

[Know more about the book](#)

[Click Here](#)

09



## Who Moved My Cheese?

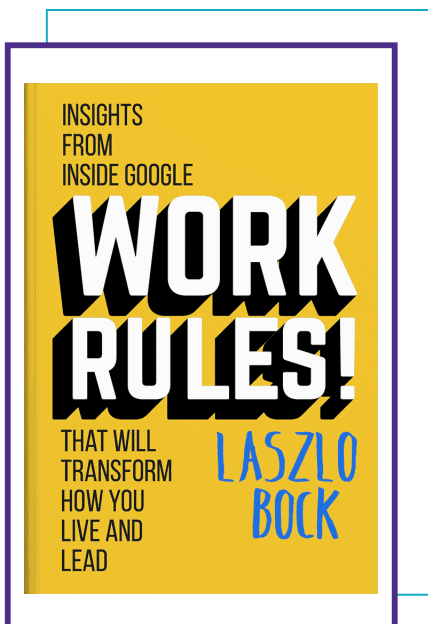
by Spencer Johnson

Psychiatrist Viktor Frankl sheds light on the fundamental truth of life – you cannot avoid suffering but can choose how to cope with it. This book is a memoir which chronicles Viktor's real-life experiences during the World War II. All in all, this book contains invaluable lessons for spiritual survival.

[Know more about the book](#)

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10



## Work Rules!: Insights from Inside Google That Will Transform How You Live And Lead

by Laszlo Bock

Work rules indeed. Laszlo Bock has presented some valuable insights to attracting the best talent in your business. The lessons included in this book are a big takeaway for business owners and start-ups. Laszlo also explains the reasons behind Google to rank 1st consistently as the best place to work.

[Know more about the book](#)

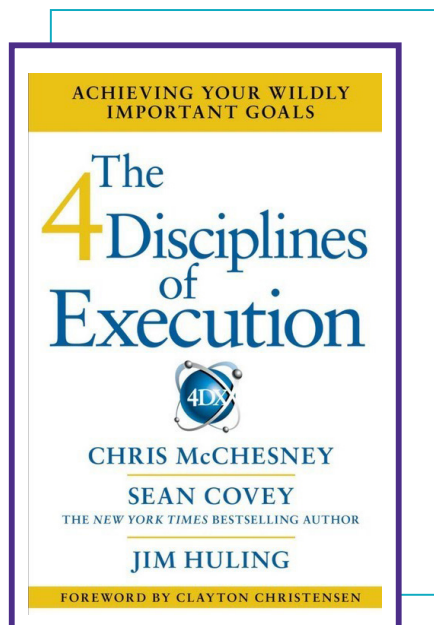
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# Business & Entrepreneurship



01



## The 4 Disciplines Of Execution: Achieving Your Wildly Important Goals

by Sean Covey, Chris McChesney, and Jim Huling

The 4 Disciplines of Execution is a treasure trove of a set of practices that are helpful for businesses to execute strategies that produce breakthrough results. This book is a must-read for any business leader.

[Know more about the book](#)

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02



## High Performing Entrepreneur

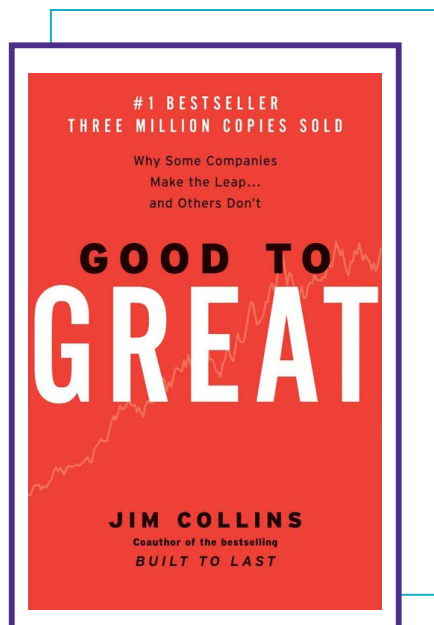
by Subroto Bagchi

The title of the book says it all – the book packs a punch as it gives us an insight into all the nitty-gritty details of starting a business to building a brand out of it. Coax the entrepreneurial energy within you by taking this book as a guide.

[Know more about the book](#)

[Click Here](#)

03



## Good To Great: Good To Great: Why Some Companies Make The Leap...And Others Don't

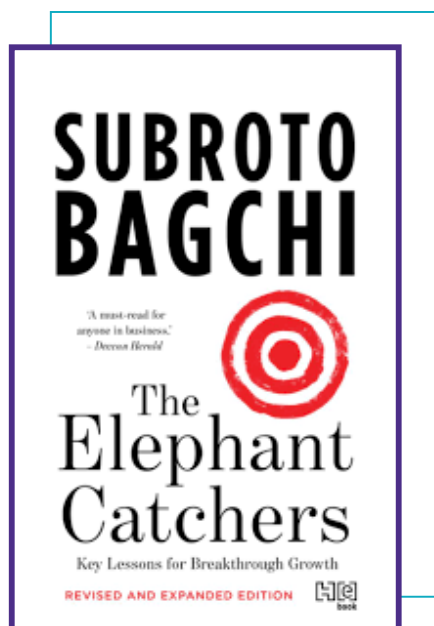
By Jim Collins

The book is pretty much summarised by its very title. We have all seen some companies reaching the pinnacle of success while others losing their way, and this book explores just that. It portrays several traits of companies that went from “good to great.” Entrepreneurs and business leaders can gain valuable insights by using this book as a tool.

[Know more about the book](#)

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04



## The Elephant Catchers: Key Lessons For Breakthrough Growth

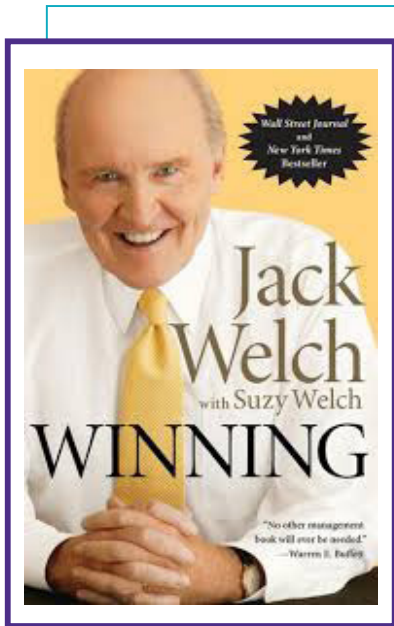
by Subroto Bagchi

Subroto Bagchi talks about the reasons why some companies that start brilliantly fail to make the successful transition. The insightful anecdotes and analogies presented in the books are the result of years of the author's experience.

[Know more about the book](#)

[Click Here](#)

05



## Winning

by Jack Welch

This philosophical and pragmatic book answers the most prominent problems that people face in work. Jack Welch, the winner himself, has presented personal anecdotes that offer deep insights.

[Know more about the book](#)

[Click Here](#)

06



## Hire With Your Head

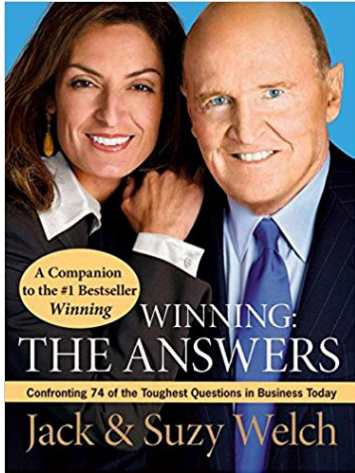
by Lou Adler

Just like the title, Hire With Your Head is a perfect guidebook for human resource professionals and managers to choose the best candidates for any position. This is a must-read for those looking for high performing candidates.

[Know more about the book](#)

[Click Here](#)

07



## Winning: The Answers: Confronting 74 Of The Toughest Questions In Business Today

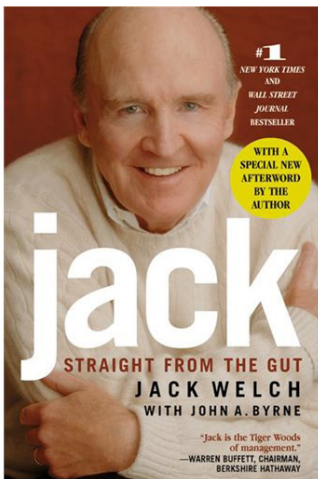
By Jack Welch

A fantastic autobiography based on leadership and career advice. Managers, entrepreneurs, students, directors, and knowledge workers, all can refer this book.

[Know more about the book](#)

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08



## Jack: Straight From The Gut

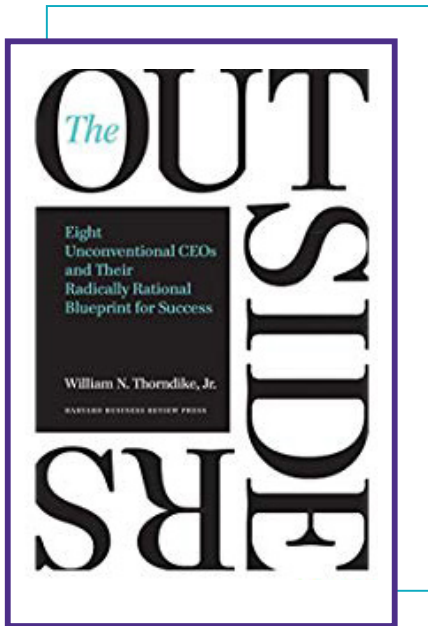
By Jack Welch

One of the most admired business leaders in the world, Jack Welch, shares all the know-how of the success he achieved during his tenure as CEO of General Electric. This book is based on how Welch was able to shape his career with the circumstances that surrounded him.

[Know more about the book](#)

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09



## The Outsiders

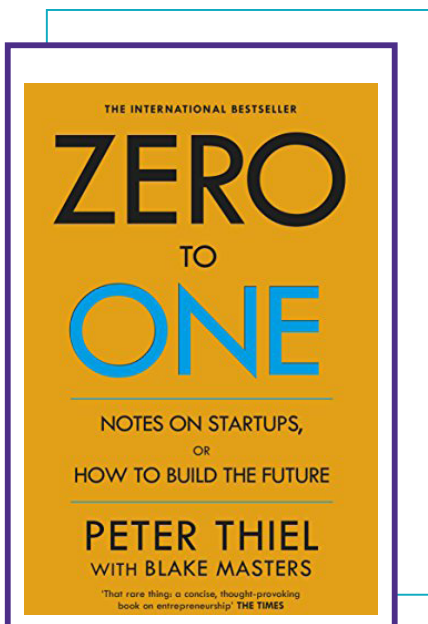
by William N. Thorndike Jr.

The book is a guide to becoming successful in corporate management. Readers get invaluable insights of how some of the successful CEOs took a different approach in charting their course – a good read for any business leader.

[Know more about the book](#)

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10



## Zero To One: Notes On Start-Ups, Or How To Build The Future

by Peter Thiel

This book gives a refreshing perspective on achieving success by exploring the uncharted frontiers. PayPal co-founder and the author of this book, Peter Thiel, tells us how important it is to tap on unexplored avenues with the available technological resource.

[Know more about the book](#)

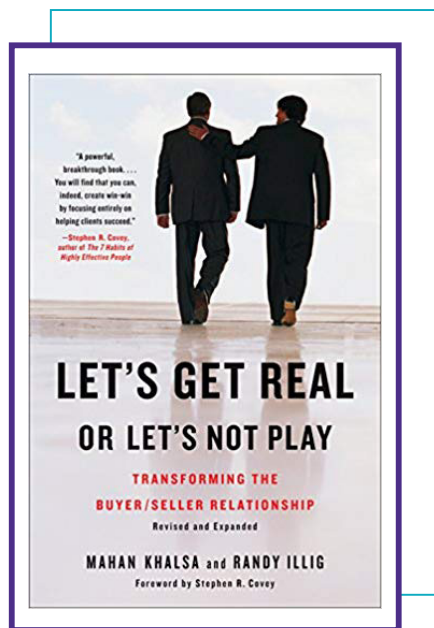
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# Sales & Marketing





01



## Let's Get Real Or Let's Not Play: Transforming The Buyer/Seller

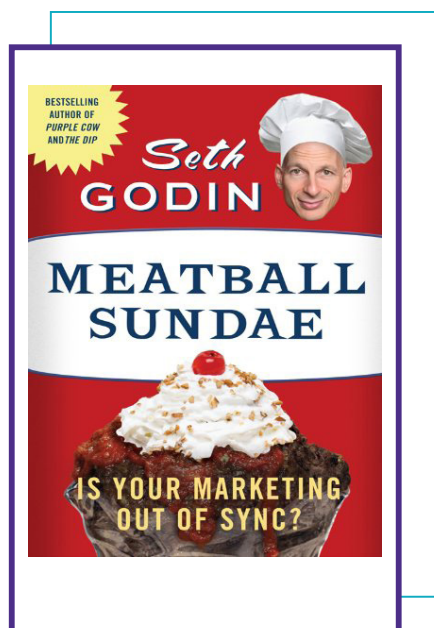
by Mahan Khalsa

From entrepreneurs planning to start a new business to sales professionals trying to close deals, this book is a must-read for everyone who wants to understand how to put clients' success first. One gets a deeper insight into the effective methodologies of the FranklinCovey Sales Performance Group.

[Know more about the book](#)

[Click Here](#)

02



## Meatball Sundae: Is Your Marketing Out Of Sync?

by Seth Godin

Entrepreneurs and business leaders are on a constant look-out to build branding and gain customer trust. This book is a perfect answer as it contains fourteen trends that marketers cannot afford to ignore. The book lays emphasis on how important is it to value the existing customers than catering to potential customers.

[Know more about the book](#)

[Click Here](#)



03

# OGILVY ON ADVERTISING

"I hate rules"

## Ogilvy On Advertising by

By David Ogilvy

This candid book by the ad guru tells you all - from getting clients to coming up with sellable advertising, marketers can gain deep insights into how to gain customer trust, and transform that trust to business goals.

[Know more about the book](#)

[Click Here](#)

04

# WHY WE BUY

THE NATIONAL BESTSELLER

*The Science of Shopping*

UPDATED AND REVISED  
FOR THE INTERNET, THE GLOBAL  
CONSUMER AND BEYOND

PACO  
UNDERHILL

## Why We Buy: The Science Of Shopping

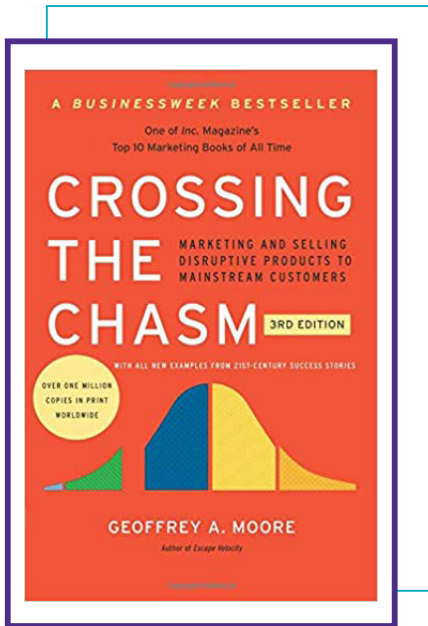
By Paco Underhill

The consumer culture is ever-evolving and this book includes fresh lessons on how to keep with the constantly changing nature of the customers. It also gives you an insight the latest trends in online retail and details some of the most innovative retail environments worldwide.

[Know more about the book](#)

[Click Here](#)

05



## Crossing The Chasm

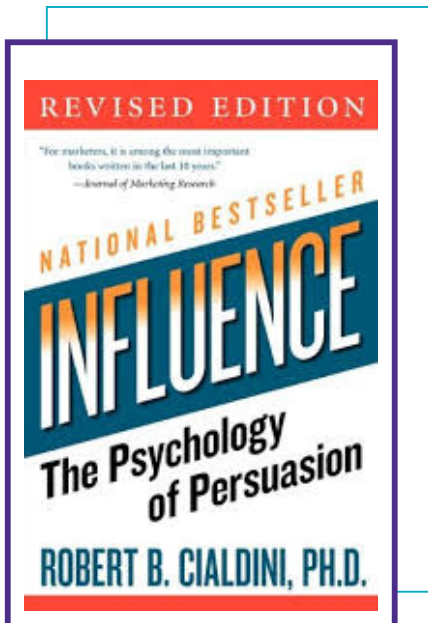
by Geoffrey A. Moore

Packed with refreshing insights on high-tech marketing, this book is considered as “the bible for bringing cutting-edge products to progressively larger markets.” Knowing what the chasm is and how to successfully cross it is the key to survival. A must-read for everyone involved in high-tech community – from engineers to stakeholders, marketers, and financiers.

[Know more about the book](#)

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6



## Influence: The Psychology Of Persuasion

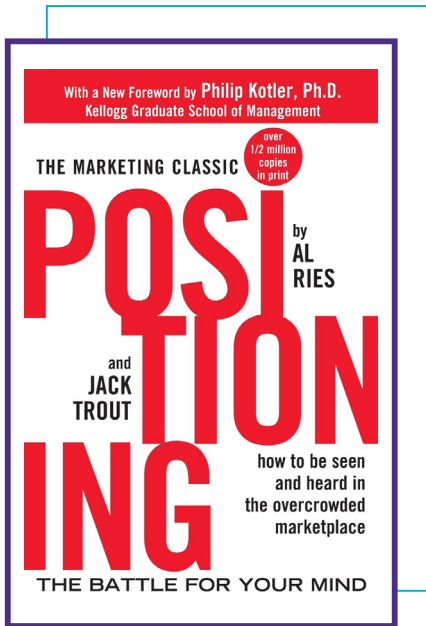
by Cialdini Robert B

One question that bothers every marketer is - how to persuade consumers to buy from them and not their competitors. One can find the answer in the pages of the book. It's backed by research, and provides relevant examples.

[Know more about the book](#)

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07



## Positioning: The Battle For Your Mind

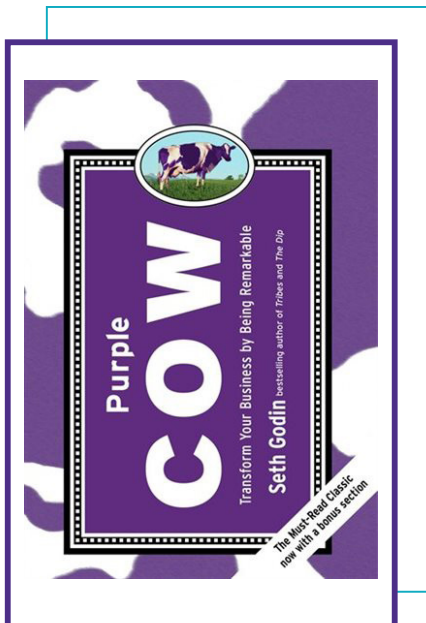
by Al Ries, Jack Trout

Positioning is the ultimate guidebook to build branding in a competitive marketplace. The two advertising gurus, Ries and Trout, give several lessons to be successful in any business.

[Know more about the book](#)

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08



## Permission Marketing & Purple Cow

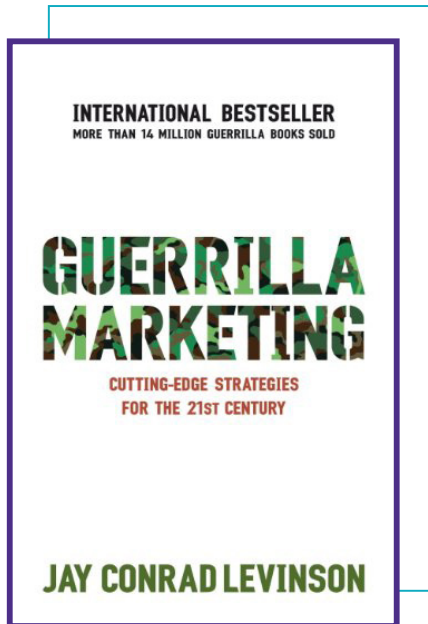
By Seth Godin

Introduced as a concept in the book itself, permission marketing has proven to be useful for marketers to shape their message according to the consumers' needs. This book is a definite read for anyone looking for different ways to advertise products and services.

[Know more about the book](#)

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09



## Guerrilla Marketing: Cutting-Edge Strategies For The 21st Century

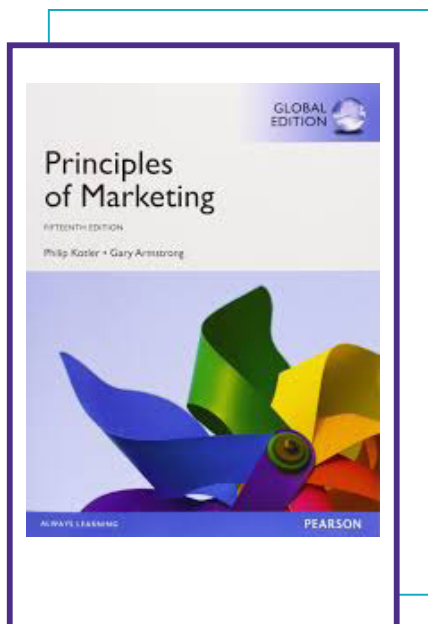
by Jay Levinson

Packed with innumerable marketing ideas for small-business success, this book tells how to capture market share in a no-nonsense way.

[Know more about the book](#)

[Click Here](#)

10



## Principles Of Marketing

by Philip Kotler

A must-read for marketers and entrepreneurs, this book is the bible of marketing. It's packed with strategies and real-life marketing examples to help marketers craft strategies that will yield tangible results.

[Know more about the book](#)

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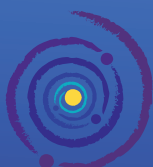
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The list of book is  
curated by

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