

Ian Berry's Top 21 recommended business books for purpose-driven business owners and leaders **who want to achieve better business results at less business and personal cost**

Chapman Bob; Sisodia Raj; **Everybody Matters The Extraordinary Power of Caring for Your People Like Family**, Portfolio Penguin, 2015

Duhigg, Charles; **The Power of Habit - why we do what we do and how to change**, Random House Publishers 2013

Elkington, John; Hartigan, Pamela; **The Power of Unreasonable People**, Harvard Business Press, 2008

Farber, Steve; **The Radical Leap**, Dearborn Trade Publishing, 2004

Godin, Seth; **Purple Cow**, Portfolio, a member of Penguin Group, 2003

Goldsmith, Marshall; **What Got You Here Won't Get You There**, Hyperion, 2007

Heffernan, Margaret; **Willful Blindness**, Simon & Shuster, 2011

Hurst, Aaron; **The Purpose Economy**, Elevate Publishing, 2016

Kahneman, Daniel; **Thinking, Fast and Slow**, Penguin Books, 2011

Laloux, Frederic; **Reinventing organisations**, Nelson Parker, 2014

Leonhard, Gerd; **Technology vs. Humanity The coming clash between man and machine**, Fast Future Publishing Ltd 2016

Macdonald, Hector; **Truth How the Many Sides to Every Story Shape Our Reality**, Bantam Press, 2018

McKeown, Greg; **essentialism The Disciplined Pursuit of Less**, Virgin Books, 2014

Newport, Cal; **Deep Work: Rules for Focused Success in a Distracted World**, Grand Central Publishing, 2016

Peters, Tom; **The Excellence Dividend Principles for Prospering in Turbulent Times from a Lifetime in Pursuit of Excellence**, Nicholas Brealey Publishing, 2018

Pink, Daniel; **A Whole New Mind**, Allen & Unwin, 2005

Raworth, Kate; **Doughnut Economics Seven Ways to Think Like a 21st Century Economist**, rh business books, 2017

Roberts, Kevin; **the future beyond brands lovemarks**, Murdoch Books, 2004

Robinson, Ken; **The Element**, Penguin Books, 2009

Sheahan, Peter, Williamson, Julie, Thurbon, Dom; **Matter - Move Beyond The Competition, Create More Value, and Become The Obvious Choice**, Ebury Press, 2016

Sinek, Simon; **Start With Why**, Portfolio, a member of Penguin Group (USA) Inc. 2009

Ian Berry – Author of *Changing What's Normal*, *The Appreciative Leader*, and *Law of the Farm Leadership* (coming 2019)

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