

Ian Berry's Top 21 recommended books for purpose-driven business owners and leaders **who want to achieve better business results at less human and business cost, and make our world a better place**

Bregman, Rutger, **Humankind - A Hopeful History**, Bloomsbury, 2020

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

Childre, Doc; Martin, Howard, with Donna Beech, **The HeartMath Solution**, HarperCollins e-books, 1999

Dignan, Aaron; **Brave New Work**, Portfolio Penguin, 2019

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

Farber, Steve; **Love is Just Damn Good Business: Do What You Love in the Service of People Who Love What You Do**, McGraw-Hill Education, 2019

Foroohar, Rana; **Don't Be Evil - The Case Against Big Tech**, Allen Lane, 2019

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

Hari, Johann, **Lost Connections**, Bloomsbury, 2018

Heffernan, Margaret; **Uncharted How uncertainty can power change**, Simon & Shuster, 2021

Jiwa, Bernadette; **Story Driven - You Don't Need To Compete When You Know Who You Are**, Perceptive Press, 2019

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

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

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

Mintzberg, Henry; **Rebalancing Society**, Berrett-Koehler Publishers, Inc, 2015

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

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

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