

TOP 3 BOOK RECOMMENDATIONS

from www.charleskunken.com

for

BUSINESS

&

CREATIVITY

(+1 More For **KICKING @\$\$**)

A reading list to get you started right away...

Dear Reader,

This is a short list of 'foundational' books, after reading which, things made more sense.

As they have served me may they steer you in a thousand possible directions.

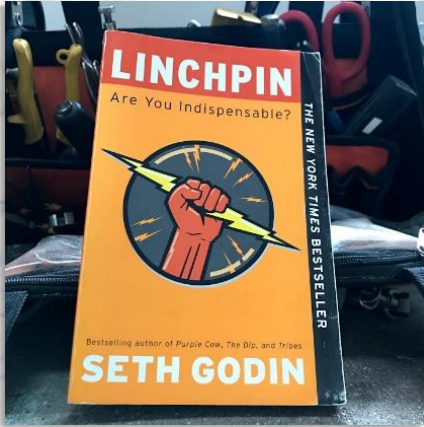
To the adventure,

Charlie Kunken

What are your foundational books? [Shoot us a note](#) and let us know. We'd love to hear.

Top 3 Business:

1. Linchpin by Seth Godin

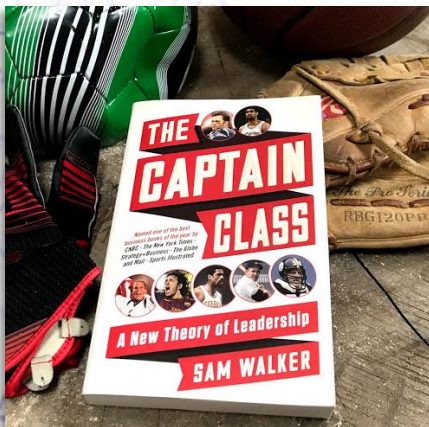


Change Your Approach.

The people who figure out what to do when there's no rule book...and turn each day into a kind of art.

"Understanding that your job is to make something happen changes what you do...if you can only lead, not push, then you make different choices." (p.221)

2. The Captain Class by Sam Walker



Change What You Knew.

The seventeen most dominant teams in sports history had one thing in common...

"...a team is more likely to become elite if it has a captain that leads from the shadows." (p.57)

3. The Ascent of Money by Niall Ferguson



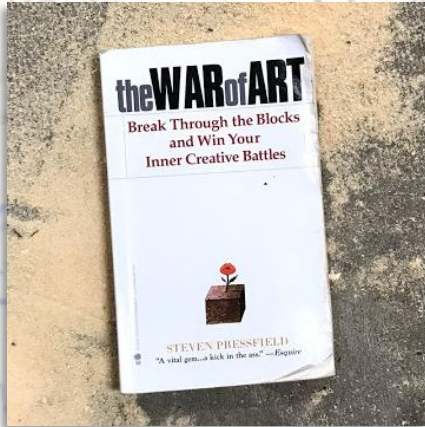
Change Your Scope.

The original technology that catalyzed human advancement, from ancient Mesopotamia to the Italian Renaissance to Wall Street.

"...human beings first began to produce written records...not to write history, poetry or philosophy, but to do business." (p.27)

Top 3 Creativity:

1. The War of Art by Steven Pressfield

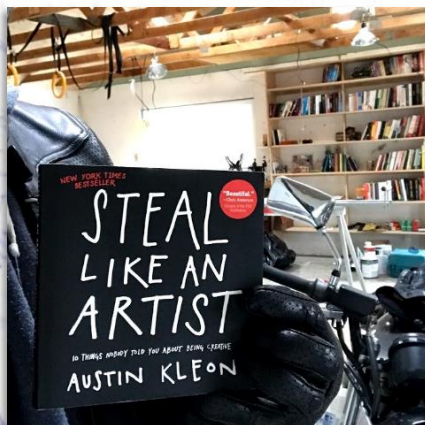


Change Your Relationship With Fear.

How to identify, defeat, and unlock the inner barriers to creativity...and success.

"Creative work is...a gift to the world and every being in it. Don't cheat us of your contributions. Give us what you've got." (back cover)

2. Steal Like an Artist by Austin Kleon

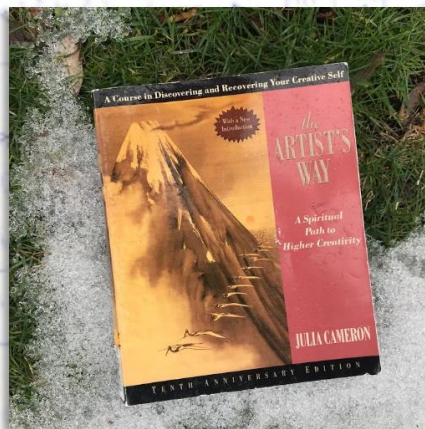


Change Your Perception of 'Doing Art'.

10 transformative principles that will help you discover your artistic side and build a more creative life.

"...embrace influence, school yourself through the work of others, remix and reimagine to discover your own path." (inside cover)

3. The Artist's Way by Julia Cameron



Change Your Life.

There's no such thing as a non-creative person. Period. This is *the* book.

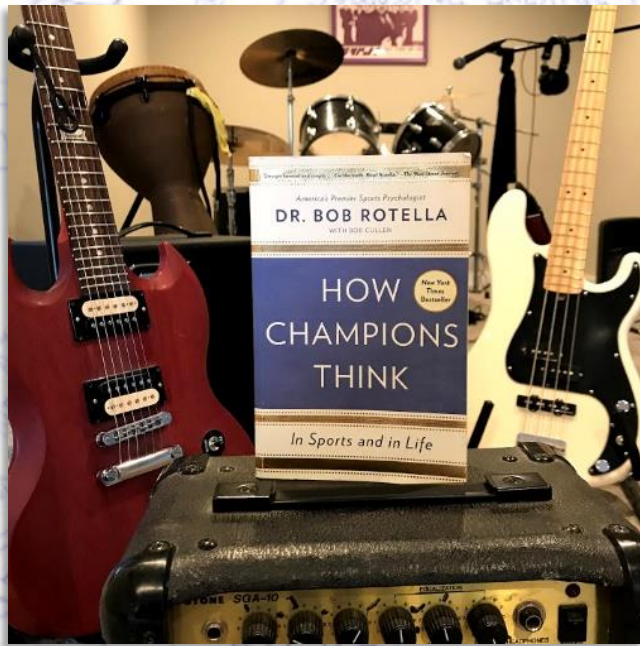
"Many of us wish we were more creative...we hunger for an expanded sense in our business lives, with our children, our spouse, our friends...stop telling yourself that it's too late...stop telling yourself that it's a luxury." (pp. 5-6)

+ 1 More for **KICKING @\$\$:**

How Champions Think by Dr. Bob Rotella

Change It All.

Making your dreams happen starts with how you see yourself.



"Wack around delusional
about how great
you can be...

... and then **FIGHT**

so hard for it **EVERYDAY**...

...that the delusion...

BECOMES THE TRUTH."

- Lady Gaga in
'How CHAMPIONS THINK'
(p.276)