



BRENDON BURCHARD'S FAVORITE READS

About this List

I've read at least one book per week for 16 years now, and I've never missed a week. I know that's crazy, but I love books. This list is a snapshot of some of my favorite books in multiple categories.

I didn't try to list every book I've ever read, because frankly I've read some real duds. Instead, I've listed the ones that made the most difference to me at critical junctures in my life. I've actually ranked the books here, not based on how great they are necessarily in terms of writing, but in terms of their impact on me personally. I hope you enjoy the list and share your own list with me on Facebook or Google+. I love hearing about good reads.

Two closing thoughts:

1. Read.
2. Write things others want to read.

Thanks for reading,

Brendon Burchard

Author:

The Charge: Activating the 10 Human Drives that Make You Feel Alive

The Millionaire Messenger: Make a Difference and a Fortune Sharing Your Advice

Life's Golden Ticket

The Student Leadership Guide

"Only two things change your life: either something new comes into your life, or something new comes out of you."

– Brendon Burchard, Founder of High Performance Academy. Get free videos at HighPerformanceAcademy.com.



BRENDON BURCHARD'S FAVORITE READS

Personal Growth (Nonfiction – Next page lists parables/fiction)

Life's Golden Ticket by Brendon Burchard ☺

The Charge by Brendon Burchard (Again!? Oh, come on! Hey, it's in writing and reflection that we often find ourselves.)

Man's Search for Meaning by Viktor Frankl

Tao Te Ching by Lao-Tsu

Flow by Mihaly Csikszentmihalyi

Unlimited Power by Anthony Robbins

Awaken the Giant Within by Anthony Robbins

The 6 Pillars of Self-Esteem by Nathaniel Brandon

The 7 Habits of Highly Effective People by Stephen Covey

The Four Agreements by Don Miguel Ruiz

What Should I Do With My Life by Po Bronson

Self-Matters by Philip McGraw

Group by Paul Solotaroff

How Good People Make Tough Choices by Rushworth Kidder

The Power of Positive Thinking by Norman Vincent Peale

Secrets for Success and Happiness by Og Mandino

Authentic Happiness by Martin Seligman

The Art of Possibility by Ben Zander

The Worry Cure by Robert Leahy

The Art of Happiness by Dalai Lama

How to Practice by Dalai Lama

Drive by Dan Pink

Therapy for the Sane by Lou Marinoff

Switch by Dan/Chip Heath

Emotional Intelligence by Daniel Goleman

Don't Sweat the Small Stuff by Richard Carlson

The 8th Habit by Stephen Covey

The Passion Test by Chris/Janet Attwood

What Does it Mean to Be Human by Franck/Roze/Connolly

The Success Principles by Jack Canfield

Anyway by Kent Keith

Living a Life that Matters by Harold Kushner

The Last Lecture by Randy Pausch / Jeffrey Zaslow

It's Not About the Bike by Lance Armstrong / Sally Jenkins

The Power of Intention by Wayne Dyer

The Year of Magical Thinking by Joan Didion

Happy for No Reason by Marci Shimoff

Stumbling on Happiness by Daniel Gilbert

Willpower by Roy Baumeister / John Tierney

Outliers by Malcolm Gladwell

Mastery by George Leonard

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Personal Growth (Parables/Fiction)

Life's Golden Ticket by Brendon Burchard (gotcha again!)

The Tao of Pooh by Benjamin Hoff

The Celestine Prophecy by James Redfield

The Alchemist by Paulo Coelho

The Richest Man in Babylon by George Clason

The Greatest Miracle in the World by Og Mandino

Hope for the Flowers by Trina Paulus (a children's book, but a must-read)

Tuesday's with Morrie by Mitch Albom

The Greatest Salesman in the World by Og Mandino

Return of the Ragpicker by Og Mandino

The Travelers Gift by Andy Andrews

The Five People You Meet in Heaven by Mitch Albom

Aleph by Paulo Coelho

The Christmas Box by Richard Paul Evans

For One More Day by Mitch Albom

The Holy Man by Susan Trott

Neuroscience/Psych

Satisfaction by Gregory Burns

Mindsight by Dan Siegel

How We Decide by Johan Lehrer

Change Your Brain Change Your Life by Daniel Amen

Train Your Mind Change Your Brain by Sharon Begley

Buyology by Martin Lindstrom

The Brain that Changes Itself by Norman Doidge

The Tell-Tale Brain by VS Ramachandran

The Ultramind Solution by Mark Hyman

A Stroke of Insight by Jill Bolte Taylor

Spirituality

The Holy Bible

The Tao Te Ching by Lao-Tsu

The Purpose Driven Life by Rick Warren

The Power of Now by Eckhart Tolle

A Return to Love by Marianne Williamson

Your Sacred Self by Wayne Dyer

90 Minutes in Heaven by Don Piper

Heaven is for Real by Todd Burpo and Lynn Vincent

The Spiritual Life of Children by Robert Coles

Have a Little Faith by Mitch Albom

The Best Spiritual Writing (released each year, all amazing)

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Psychology (A little heavier reading than Self-help)

The Evolving Self by by Mihaly Csikszentmihalyi
Intelligence Reframed by Howard Gardner
Cognitive Psychology by Eysenck and Keane
Handbook of Social Psychology by Fiske/Gilbert/Lindzey
Leading Minds by Howard Gardner
The Oxford Handbook of Positive Psychology by Lopez/Snyder
Handbook of Personality
Abnormal Psychology by Thomas/Cindy Bradbury
Morality and Moral Controversies by John Arthur
The Psychology of Attitudes edited Alice Eagly and Shelly Chaiken
50 Psychology Classics by Tom Butler-Bowdon
50 Great Myths of Popular Psychology by Lilienfeld/Lynn/Ruscio/Beyerstein

Sociology/World/History/Random

Social Intelligence by Daniel Goleman
Collapse by Jared Diamond
Join the Club by Tina Rosenberg
Connected by Nicholas Christakis / James Fowler
The Moral Intelligence of Children by Robert Coles
The Childhood Roots of Adult Happiness by Edward Hallowell
Freakonomics by Steven Leviitt / Stephen Dubner
The Greatest Generation by Tom Brokaw
A Short History of Nearly Everything by Bill Bryson
The World is Flat by Thomas Friedman
1776 by David McCullough
An Inconvenient Truth by Al Gore
Nuture shock by Po Bronson / Ashley Merryman

Nutrition/Health

The China Study by Campbell/Lyman/Robbins
Thrive by Brendan Brazier
Change Your Brain Change Your Body by Daniel Amen
Clean by Alejandro Junger
Staying Young by Mehmet Oz / Michael Roizen
You: The Owner's Manual by Mehmet Oz / Michael Roizen
The Best Life Diet by Bob Greene
The 4-Hour Body by Tim Ferriss
Body for Life by Bill Phillips
The Omnivore's Dillema by Michael Pollan
In Defense of Food by Michael Pollan

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Relationships

Men are From Mars, Women Are From Venus by John Gray
The Seven Principles for Making Marriage Work by John Gottman
Together by John Stewart / Carole Logan
Understanding Family Communication by Yerby/buerkel/Bochner
How Can I Get Through To You by Terrance Real
Relationship Rescue by Phillip McGraw
The Five Love Languages by Gary Chapman

Conflict

How to Argue and Win Every Time by Gerry Spence
Artful Mediation by Bill Wilmot
Beyond Reason by Roger Fisher / Daniel Shapiro
Crucial Conversations by Patterson/Grenny/McMillan/Switzer
That's Not What I Meant by Deborah Tannen
The Argument Culture by Deborah Tannen

Writing

Writing to Learn by William Zinsser
The Substance of Style by Virginia Postrel
Reading Like a Writer by Francine Prose
Eats, Shoots & Leaves by Lynne Truss
Sin and Syntax by Constance Hale

Quote Books

(The best thing I've done in my life is learn to read quote books like most people read fiction. I immerse myself in the brilliance of those who have gone before us, all summed up nicely in just a few lines of their best quotes. My faves below.)
Lend Me Your Ears: Great Speeches in History edited by William Safire
The Book of Positive Quotations edited by John Cook
Great Secrets of the Universe: A Compendium of Caring Thought edited by Val J. Halamandaris
The Forbes Book of Business Quotations
Life 101 Quote Book edited by Peter McWilliams
The Meaning of Life edited by Kinnier/Kernes/Tribbensee/Puymbroeck

Notes

Two other categories that I could go on and on about are Biography and Fiction. For biographies, I love pretty much anything about great leaders and thinkers of our past, from Martin Luther King Jr to Einstein to the Founding Fathers. For fiction - well, I don't read a tremendous amount of it to be honest, though I do enjoy a few fiction books per year. No clear favorites, and none that really moved the needle in terms of improving the quality of my life, so none listed here for that reason.

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Business – General

Leading the Revolution by Gary Hamel
Blue Ocean Strategy by W Chan Kim / Renee Mauborgne
The 4-Hour Workweek by Tim Ferris
A Whole New Mind by Dan Pink
Be Excellent at Anything by Tony Schwarz
The Automatic Millionaire by David Bach
Rich Dad Poor Dad by Robert Kiyosaki
Secrets of The Millionaire Mind by T. Harv Eker
Overcoming Organizational Defenses: Facilitating Organizational Learning
The Power of Full Engagement by Tony Schwartz
The Innovators Dillema by Clayton Christiansen
The Rise of the Creative Class by Richard Florida
Now Discover Your Strengths by Marcus Buckingham / Daniel Clifton
Smart Choices by John Hammond / Ralph Keeney
Imagine by Johan Lehrer
The Art of Innovation by Tom Kelley
The Inspired Executive by Granville Toogod
Great by Choice by Jim Collins
Good to Great by Jim Collins
Confidence by Rosabeth Moss Kanter
Influence by Robert Cialdini
New Ideas from Dead CEOs by Todd Burchholz
Beyond Reengineering by Michael Hammer
Delivering Happiness by Tony Tsieh
Linchpin by Seth Godin
The Tipping Point by Malcolm Gladwell
What Really Works by Nitin Nohria / William Joyce
In Search of Excellence by Tom Peters
The Effective Executive by Peter Drucker
The Essential Drucker by Peter Drucker
Sway by Ori/Rom Brafman
5 Minds for the Future by Howard Gardner
Theory in Practice by Chris Argyris and Donald Schon
The Change Handbook edited by Holman/Devane/Cady
Judgement by Noel Tichy and Warren Bennis
Reasonate by Nancy Duarte
Execution by Charan/Bossidy/Burck
The Black Swan by Nassim Nicholas Taleb
The No Asshole Rule by Robert Sutton
Know-how by Ram Charan
The Money Class by Suze Orman

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Business – Marketing

The Millionaire Messenger by Brendon Burchard :)
Made to Stick by Dan/Chip Heath
Pyro Marketing by Greg Stielstra
The Influentials by Ed Keller / John Berry
My Life in Advertising by Claude Hopkins
Ogilvy on Advertising by David Ogilvy

Leadership

Leadership for the Twenty-First Century by Joseph Rost
Leadership by James MacGregor Burns
On Leadership by John Gardner
Credibility by James Kouzes / Barry Posner
Leadership and Self-Deception by The Arbinger Institute
Visionary Leadership by Burt Nanus
The Leader's Companion by J. Thomas Wren
Stewardship by Peter Block
Building Leaders by Jay Conger
Insights on Leadership edited by Larry Spears
Principle-Centered Leadership by Stephen Covey
Nothing to Fear by Alan Axelrod
When the Buck Stops with You by Alan Axelrod
Coaching for Leadership by Goldsmith/Lyons/Freas
Hesselbein on Leadership by Frances Hesselbein
The 21 Irrefutable Laws of Leadership by John Maxwell
The Leadership Engine by Noel Tichy
Practicing Servant Leadership edited by Larry Spears / Michele Lawrence
Learning to Lead by Jay Conger
Values at Work by George Cheney
The Organization of the Future edited by Hasselbein/Goldsmith/Beckhard
The Responsibility Virus by Roger Martin
The Power of Followership by Robert Kelley
Leadership by Rudy Giuliani / Ken Kurson
The Five Dysfunctions of a Team by Patrick Lencioni