

Elevate Programme

Further Resources Day 3

Books

1. The E-Myth revisited / Michael E. Gerber
2. Scaling Up / Verne Harnish
3. The Brand Promise / Duane Knapp
4. Built to Last / Jim Collins & Jerry I. Porras
5. Competitive Advantage / Michael E. Porter
6. Exponential Organizations / Salim Ismail, Michael S. Malone, & Yuri Van Geest
7. Good to Great / Jim Collins
8. Great by Choice / Jim Collins & Morten T. Hansen
9. How Companies Win / Rick Kash & David Calhoun
10. How the Mighty Fall / Jim Collins
11. The Inside Advantage / Robert Bloom & Dave Conti
12. The Lords of Strategy / Walter Kiechel
13. Outthink the Competition / Kaihan Krippendorf
14. Start with Why / Simon Sinek
15. Turning the Flywheel / Jim Collins
16. Uncommon Service / Frances Frei & Anne Morriss
17. The Customer funded business / John Mullins
18. Built to Sell / John Warrilow
19. Confessions of a Pricing Man / Hermann Simon
20. Great Game of Business / Jack Stack & Bo Burlingham
21. Profit First / Mike Michalowicz

Podcasts

1. HBR IdeaCast <https://hbr.org/2018/01/podcast-ideacast>
2. Inside the Strategy Room <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/inside-the-strategy-room-podcast>

Newsletter

- High Growth <https://highgrowth.com/>

You Tube

- High Growth <https://www.youtube.com/user/HighGrowth1>