

Essentials Innovation Books.



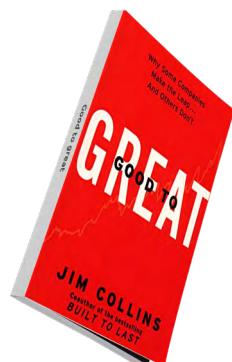
Aimforthemoon[®]



Abundance

by Peter Diamandis

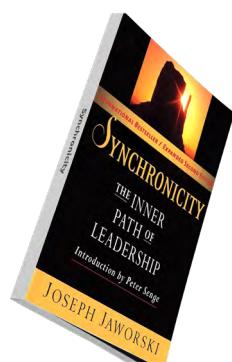
How progress in artificial intelligence, robotics, digital manufacturing synthetic biology, and other exponentially growing technologies will enable us to make greater gains in the next two decades than we have in the previous 200 years. We will soon have the ability to meet and exceed the basic needs of every person on the planet. Abundance for all is within our grasp.



Good to great

by Jim Collins

We are now entering a period of radical transformation in which, because of the exponential growth rate of technology we will soon have the ability to meet and exceed the basic needs of every man, woman and child on the planet. Making this happen is humanity's grandest challenge - this is a book about how we can meet it.



Synchronicity

by Joseph Jaworski

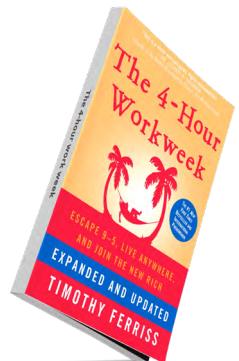
Leadership is about creating new realities. In this new edition, leaders will learn how to use the power of synchronicity to manifest new realities into their organizations and unlock wisdom and creativity.



Innovator's dilemma

by Clayton Christensen

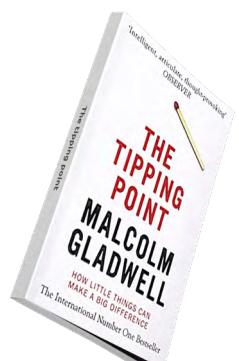
Revised, updated, and with a new chapter, this book continues to take the radical position that great companies can fail precisely because they do everything right. It demonstrates why outstanding companies lose their market leadership when confronted with disruptive technology...



The 4-hour work week

by Timothy Ferriss

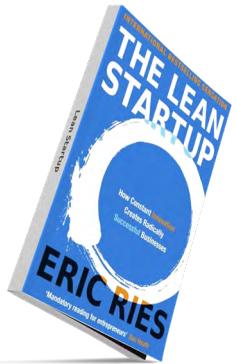
The 4-Hour Workweek is the step-by-step blueprint to free yourself from the shackles of a corporate job, create a business to fund the lifestyle of your dreams, and live life like a millionaire, without actually having to be one.



The tipping point

by Malcolm Gladwell

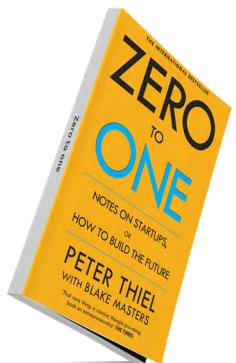
In The Tipping Point, Gladwell introduces us to the particular personality types who are natural pollinators of new ideas and trends, the people who create the phenomenon of word of mouth.



Lean Startup

by Eric Ries

Most new businesses fail. But most of those failures are preventable. the Lean Startup is a new approach to business thats being adopted around the world. It is changing the way companies are built and new products are launched. the Lean Startup is about learning what your customers really want. Its about testing your vision continuously, adapting and adjusting before its too late. Now is the time to think Lean.



Zero to one

by Peter Thiel

A business book that also provides insight into the world of start-ups from a Silicon Valley icon, Thiel shows how to pursue your goals using the most important, most difficult, and most underrated skill in every job or industry: thinking for yourself.



The lean entrepreneur

by Brant Cooper

The Lean Entrepreneur shows you how to: Apply actionable tips, tricks and hacks from successful lean entrepreneurs. Leverage the Innovation Spectrum to disrupt existing markets and create new ones.



No guts, no story

by Niek Karsmakers
(in Dutch only)

No Guts, No Story is het resultaat van hun uitgebreide onderzoek. Ze interviewden 30 CEO's en vroegen hen hoe zij de juiste keuzes maken, verantwoordelijkheid nemen, persoonlijke zingeving uit hun werk halen, de balans vinden en bewaren... Kortom: 'Hoe word je zo succesvol en hoe houd je het leuk?'



Running Lean

by Ash Maurya

Are you an entrepreneur about to create a new web application? If you want to maximize your chances of building something customers want, this book demonstrates ways to apply and test techniques for customer development, Lean Startup, and bootstrapping.

Excited for more?
Plan a meeting with us.



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