

Aligned Business Accelerator

BY LAURA KESSNER

BOOKS THAT CHANGE THE WAY YOU DO BUSINESS

TOPIC: Marketing - *classic and modern guides to improve your way of advertising*

David Ogilvy - On Advertising

Ogilvy gets candid about different aspects of advertising amongst other things he reveals the secret behind advertising that works, how to get a job in advertising or the 18 miracles of research.

Dan S. Kennedy and Shaun Buck - No B.S. Guide to maximum Referrals and customer retention

This book will give you an inside on how to stop chasing new customers but gain the most possible advantage through already existing customers and referred customers

Jeb Blount - Objections

Blount reveals the only one size fits all solution and in sales. The art of becoming rejection proof and how to fearlessly face objections in selling situations.

Russell Brunson - Expert Secrets: The Underground Playbook for Creating a Mass Movement of People Who Will Pay for Your Advice

A book that gives you advice and a guide to optimize your online business, sell your goods and generate leads.

Seth Godin -This is Marketing: You Can't Be Seen Until You Learn To See

Seth Godin put all his marketing knowledge into a timeless package. He offers advice on how to deeply connect with the people who really want it.

Ryan Holiday - Conspiracy: Peter Thiel, Hulk Hogan, Gawker, and the Anatomy of Intrigue

Ryan Holiday tells the story about billionaire Peter Thiel and his outing in the public eye. He dives into the modern media conspiracy and into the topic of how power works.

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TOPIC: Leadership - *Books that will give you an insight in what it means to be a leader of a successful organisation*

Patrick Lencioni - Silos, Politics and Turf Wars: A Leadership Fable About Destroying the Barriers That Turn Colleagues into Competitors

In this book Lencioni addresses the issue of silos, and how they jeopardize the achievement of corporate goals. He tells the story of Jude Cousin who finds a groundbreaking way as a management consultant to help his clients break the barriers that silos create.

Patrick Lencioni - Overcoming The Five Dysfunctions of a Team

In this continuation of his first bestseller *The Five Dysfunctions Of a Team*, he goes deeper into specific and practical tips, exercises and examples on how to overcome those dysfunctions.

Robert Greene - the art of seduction: the dichotomy of leadership

The bestselling author writes about the art of seduction, which is a very subtle yet effective form of power. He offers 24 maneuvers and strategies to get into the seduction process to gain mastery over his targets.

Mary Spio - It's Not Rocket Science: 7 Game-Changing Traits for Uncommon Success

In this book Spio reveals habits which will help to create your own path to success. Rather than staying in a limited way of thinking, Spio talks about finding inner curiosity and creativity.

John Mackey, Steven McIntosh and Carter Phipps - Conscious Leadership

In this follow up of "Conscious Capitalism" the CEO John Mackey shows his perspective on how to run a purpose driven sustainable business.

Tiffany Jana, Ashley Diaz Mejiaz - Erasing Institutional Bias: How to Create Systemic Change for Organizational Inclusion

As a diversity consultant Tiffany Jana put together concrete ways to break old habits and work on institutional biases to create a inclusional workspace for everyone.

Gino Whickman, Mark C. Winters - Rocket Fuel

This book portrays the two kinds of people: The visionary and the integrator. Whickman and Winters show the power that they withhold when they combine their talents.

Brigette Tasha Hyacinth - Leading the Workforce of the Future: Inspiring a Mindset of Passion, Innovation and Growth

Hyacinth writes about how leaders have to keep up with the innovative, digital movement of this new work era. She focuses on self-awareness and a mindset of passion.

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Patrick Lencioni - The advantage: Why Organizational Health Trumps Everything Else In Business

The author explains how modern businesses are often too focused on becoming smarter in exhausted areas, while they ignore the expertise that is already there. He explains how to use politics and culture to create a healthy and therefore successful business.

Patrick Lencioni - The ideal team player and how to Recognize and Cultivate The Three Essential Virtues

This is a continuation of his book about the group behaviors of teams. In this book he dives deeper into the individual by telling the story of Jeff Shanley who tries to save his uncle's company.

Patrick Lencioni - the 5 Temptations of CEO

This business fable tells the story of a young CEO who is falling but can't find out why. This book was highly sought after, as it offers new perspectives on leadership rather than old models.

Patrick Lencioni - The 4 obsession of an extraordinary Executive

This follow up of "The 5 temptations of a CEO" offers another fable about a leader's role in building a healthy company with sustainable success.

Patrick Lencioni - The Motive: Why So Many Leaders Abdicate Their Most Important Responsibilities

In another groundbreaking way Lencioni wrote a day-long conversation between a struggling CEO and the CEO of an opponent company.

Patrick Lencioni - Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty

A fable about what it means to provide the customers with value in your business and how that can give you competitive advantage.

Patrick Lencioni - The truth about Employer Engagement: A Fable about Addressing the Three Root Causes of Job Misery

In this book Lencioni gives advice on how to turn to a more joyful job-life by revealing the roots of unhappiness and how to find remedy.

David Waldas - Insight, Influence and Flow: A Guide for Business Professionals

This book is written for individuals who want to change their mindset to achieve power and success. It includes a three step method to create your conscious flow.

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Charlene Li - The Disruption Mindset: Why Some Organizations Transform While Others Fail

Li explains how disruptive thinking works from her point of view. Instead of growing through disruption, she states that disruption follows growth.

David Chang - Eat a Peach

In his very personal and raw book, Chang tells the story of how he turned a noodle restaurant in Manhattan into a whole empire and how he dealt with struggles and failure on his way to success.

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TOPIC: Health - *ways to strengthen your body to follow a fulfilling life*

Barbara Carrella - Urban Tantras

This book transport the ancient practice of tantra into the modern erotic life. Carella offers advice and techniques to get to know the pleasure based wisdom.

Paul Saldino M.D. - The Carnivore Code

This book addresses the myths of a carnivore diet and gets deep into how a carnivore diet can help you live a better and healthy life.

Ari Whitten - The ultimate Guide to Red Light Therapy

In this book the author shows how red light can help you to be healthier and look better.

BJ Palmer - The Bigness of the Fellow within: Volume XXII

A collection of essays and lectures of the chiropractor and his philosophy to life, sickness and health.

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TOPIC: Mindfulness - *Books that will help you understand your inner world and follow your path to your own life.*

Charles F. Haanel - The Master Key System

Haanel wrote down his studies of the "Law of Attraction" . After his bestseller "The Secret" he offers a step-by-step guide to activate your mental power.

Dr. Matt Kreinheder - Awakening the Mystics

Kreinheder writes about getting the mystic wisdom of ancient religions and culture back into our modern world to connect the soul back to humanity.

Ryan Holiday, Stephen Hanselmann - The Daily Stoic

After the bestseller "Ego is the Enemy" the team offers 366 meditation to upgrade your daily life.

Meik Wiking - The Little Book of Hygge: The Danish Way to Live Well

As the CEO of the Happiness Research Institute of Copenhagen Wiking explains what the word hygge means and why it makes danish people the happiest people in the world.

Donald M. Epstein, Nathaniel Altmant - The 12 Stages of Healing

This book draws a connection between the complex relationship of mind and body when it comes to health. It offers an approach to heal yourself as a whole.

Fumitake Koga und Ichiro Kishimi - The Courage to be Happy

After "The Courage to be Disliked" this book will help you to create the life you have always wished for by getting rid of your trauma and free yourself from the past.

Fumitake Koga und Ichiro Kishimi - The Courage to be Disliked

This book follows the theories bei Alfred Adler and shows them by picturing a conversation between a young man and a philosopher. He explains how only you can truly know what you want in life. This book aims to liberate you from the gaze of others.

Helen Tworikov, Rinpoche Yongey Mingyur - In Love with the World

The buddhist monk describes his near death experience and how it gave him a new outlook on life.

Eckhart Tolle - The Power of Now

Eckhart tolle describes the way to discover yourself in a deep and true way. This book will guide you through your pain into spiritual enlightenment.

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Dr. Joe Dispenza - Becoming Supernatural

Dispenza follows the belief that we as human beings are already quite supernatural and shows us how to access even more of our powers by combining ancient and scientific knowledge.

Julia Cameron -The Artist Way

Cameron deals with the subject of creativity and how to embrace the artist's way of living. She also gives insights to her creative process.

Steven Kessler - The Five Personality Patterns

Kessler opens up the topic of your inner world and how to reshape your life by getting in touch with yourself.

Amir Levine, Rachel Heller - Attached: The New Science of Adult Attachment.

The psychiatrists and the neuroscientist give insight on the reasons why some people might struggle with relationships and how to understand adult attachments.

Brianna Wiest - 101 Essays That Will Change The Way You Think

The author put together never seen before pieces and also already known essays to give the reader an insight into her thoughts on for example purpose over passion or the wisdom in a daily routine.

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TOPIC: Women Empowerment - *Books by strong and successful women, who will motivate you to follow your path.*

Janet Kestin, Nancy Vonk - Darling, You Can't Do Both: And Other Noise to Ignore on Your Way Up

Both of the authors have shaken up the branding scene for quite some time with bold moves like the Dove campaign with unretouched bodies of women. In this book they tackle the topic of how the work place usually doesn't really work for women.

Viv Groskop - How to Own the Room: Women and the Art of Brilliant Speaking

In this book, you can not only find advice on what to do when you are speaking in front of an audience, but it also teaches you about the moments where you, as a woman, are made to feel small.

Mackenzi Lee - Bygone Badass Broads: 52 Forgotten Women Who Changed the World

Lee first started telling the stories of forgotten female real life heroes as a weekly twitter series. In this book she tells the stories of women from all over the world who were trailblazing pioneers.

Florence Given - Women don't Owe You Pretty

In her debut Given challenges an outdated mindset about what it means to be a woman in today's society. By telling her story she also teaches how to stand up for yourself.

Glennon Doyle - Untamed

The bestselling author tells her story about her sexuality, her career and how she freed herself from anything that wasn't truly her.



Hey, I am Laura!

I am the founder of Aligned Business Accelerator, and I teach service-based entrepreneurs how to scale their business, work less, and earn more with a focus on Instagram and leadership.

My Zone of Genius is filled with productivity hacks, self-management, and leadership skills, so basically, everything that saves you time and money so you can focus on the important.

I'd love to get to know you better -- let's start a conversation on IG!

CONNECT TO IG!

