



# MÁSDESIGN'S TOP 5

## SMALL BUSINESS BOOKS BUCKET LIST

1

### YOUR NEXT FIVE MOVES MASTER THE ART OF BUSINESS STRATEGY

PATRICK BET-DAVID  
WITH GREG DINKIN



INCORPORATES BOTH THE TECHNICAL AND PERSONAL SIDES OF BUSINESS, HELPING YOU HONE AN EFFECTIVE BUSINESS STRATEGY FOR THE LONG RUN.

This is our **#1 pick** because of its well-rounded, comprehensive nature - it guides you not only through the technical to be mastered in business development BUT also reminds you of the people behind business functions, including you (the leader of the mission, services, products, and team).

### THE LAW OF SUCCESS

2

PRINCIPLES FOR ACHIEVING YOUR DREAMS  
(AT WHATEVER SCALE).



NAPOLEON HILL

Helps with perspective and drive in the context of building and realizing visions of purpose and/or work.

3

### BLUE OCEAN STRATEGY HOW TO CREATE UNCONTESTED MARKET SPACE & MAKE THE COMPETITION IRRELEVANT

W. CHAN KIM &  
RENÉE MAUBORGNE



FIGURE OUT YOUR COMPETITIVE NICHE  
IN RELATION TO A MARKET OR INDUSTRY.

Encourages blue ocean (uncontested market space) development and highlights an approach and ways on how to establish your business within a blue ocean.

### THE PERSONAL MBA

4

GAIN INSIGHTS AND APPLICABLE SKILLS/  
METHODS YOU WOULD GET FROM YOUR  
AVERAGE MBA - IN A SINGLE BOOK.



JOSH KAUFMAN

Akin to the public's MBA via the knowledge it shares and demonstrates the fact that an MBA is not necessary for running a successful business.

5

### BUSINESS MODEL GENERATION

ALEXANDER OSTERWALDER & YVES PIGNEUR



TECHNICAL AND VISUAL TEACHING ABOUT BUSINESS MODELS  
AND BUSINESS DESIGN/DEVELOPMENT ESSENTIALS.

Creates an opportunity to learn more of the technical side of business visioning and business generation.