Skyline Marketing Reveals 10 Books That Will Teach You Everything You Need to Know About Entrepreneurship

Tuesday 8 March, 2016

Sales and marketing firm, Skyline Marketing believe that entrepreneurs must read in order to expand their knowledge. Here, they have revealed 10 books that will teach people everything they need to know about entrepreneurship.

About Skyline Marketing: http://www.skylinemarketingltd.co.uk/about-us/

Reading a range of different books helps to expand a person's knowledge whether it be specific to their industry or just reading in general. Skyline Marketing believes that as an entrepreneur it is vital to never stop learning and therefore highlight how reading is important for entrepreneurs. Therefore, the firm has revealed their top 10 books which help entrepreneurs to learn everything they need to know about entrepreneurship.

The hard thing about hard things – Ben Horowitz
This is a handbook for navigating through the inevitable tough times faced in business, states Skyline Marketing.

Dreaming in code: two dozen programmers, three years, 4,732 bugs, and one quest for transcendent software – Scott Rosenberg
This is a book about the journey to build great software. The reader will learn about collaboration, project management and much more. Skyline Marketing recommends this book to tech founders.

Discipline entrepreneurship: 24 steps to a successful startup – Bill Aulet
Many startup books are full of terrible advice but this book is technical and deserves the reader's full attention. It is a roadmap that overlooks nothing, states Skyline Marketing.

Turbo Startups: Analysis of the 10 most successful startups – the rise of the next big thing – Can Akdeniz
Only published in 2015 this book offers an analysis of the ten most successful startups. This helps to establish the best practices that need to go into creating, launching and managing a new business while also hearing about some of the key mistakes to avoid. Skyline Marketing believes real lessons can be learned from this book.

Traction: How any startup can achieve explosive growth – Gabriel Weinberg and Justin Mares
The book starts with an overview of how to think about creating growth – traction – for a startup, identifying 19 separate “traction channels" states Skyline Marketing. Each chapter is dedicated to the channels themselves with expert tips and stories.

Losing the signal: The untold story behind the extraordinary rise and spectacular fall of Blackberry – Jacquie McNish and Sean Silcoff
An inside story of how a true innovator came to life through hard work and a fully cohesive team…and how things fell apart after a loss of vision. An inspiring and cautionary tale, Skyline Marketing recommends.

Entrepreneur's guide to the lean brand: how brand innovation builds passion, transforms organizations and creates value – Jeremiah Gardner and Brandt Cooper
Having an lean mentality is critical to growing a successful startup states Skyline Marketing. This book helps entrepreneurs to keep moving forward and building.

The Crossroads of Should and Must: find and follow your passion – Elle Luna
Based on a blog post that went viral the book is illustrated and an easy read but contains a very inspirational message for entrepreneurs. Skyline Marketing says it is a must-read!

From Idea to success: the Dartmouth Entrepreneurial network guide for startups – Gregg Fairbrothers and Tessa Winter
This book moves methodically and systematically through each step of getting started with a new business.

Who: The A Method for Hiring – Geoff Smart and Randy Street

Related Sectors:

Business & Finance :: Education & Human Resources :: Leisure & Hobbies :: Media & Marketing :: Opinion Article ::

Related Keywords:

Skyline Marketing :: Birmingham :: Books :: Entrepreneurs :: Must-Read :: Knowledge :: Success :: Skills :: Support :: Growth ::

Scan Me:

“Talent can make or break a startup so who you hire is critical," states Skyline Marketing. This guide on how to hire people relays specific interview formats and how to ignite employees in the long run.

Birmingham-based Skyline Marketing support entrepreneurs by offering them experience in a business which helps them to improve sales skills, leadership techniques, and much more in order to become a well-rounded business owner.

Source:
http://www.huffingtonpost.com/young-entrepreneur-council/13-books-that-teach-every_b_9210272.html

Company Contact:

Skyline Marketing Ltd

T. 0121 600 7230
E. info@skylinemarketing.co.uk
W. https://www.skylinemarketingltd.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.skyline-marketing-ltd.pressat.co.uk