



Blackstone Launchpad Entrepreneurship Book Collection, as of November 2018

Title	Author
\$100 Startup: Reinvent the Way You Make a Living Do What You Love and Create a New Future	Chris Guillebeau
101 Design Methods	Vijay Kumar
4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich	Timothy Ferris
ABA Consumer Guide to Obtaining a Patent: A Practical Resource for Helping Entrepreneurs & Innovators Protect Their Ideas	Rich Goldstein
Abundance: The Future is Better Than You Think	Peter H. Diamandis
Adventures of Ideas	Whitehead
Age of Insight	Eric R. Kandel
Agile Product Development: How to Design Innovative Products That Create Customer Value	Tathagat Varma
Algorithms to Live By: The Computer Science of Human Decisions. (No Rights Us)	Brian Christian
Art of Critical Making	Rosanne Somerson and Mara Hermano
Art of People: 11 Simple People Skills That Will Get You Everything You Want	Dave Kerpen
Art of The Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything	Guy Kawasaki
Art of The Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything	Guy Kawasaki
Art of War	Sun Tzu
Ascent of Money: A Financial History of The World	Niall Ferguson
Autobiography of Benjamin Franklin	Benjamin Franklin
B Corp Handbook: How to Use Business as A Force for Good	Ryan Honeyman
Benjamin Franklin: An American Life	Walter Isaacson
Big Picture: On the Origins of Life, Meaning, And the Universe Itself	Sean Carroll
Biomimicry for Designers: Applying Nature's Processes and Materials in The Real World	Veronika Kapsali
Biomimicry: Innovation Inspired by Nature	Janine Benyus
Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction	Arvind Narayanan
Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant	Chan Kim
Blue Sweater: Bridging the Gap Between Rich and Poor in An Interconnected World	Jacqueline Novogratz
Bold: How to Go Big, Achieve Success, and Impact the World	Peter H. Diamandis
Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have	Josh Lerner
Building A Social Business	Muhammad Yunus
Built to Last: Successful Habits of Visionary Companies	Jim Collins
Burn the Business Plan: What Great Entrepreneurs Really Do	Carl Schramm
Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder

Business of Good: Social Entrepreneurship and The New Bottom Line	Jason Haber
Business Plans Handbook (Volumes 32 & 37)	
Challenger Customer: Selling to The Hidden Influencer Who Can Multiply Your Results	Brent Adamson
Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation	Tim Brown
Chief Marketing Officers at Work	Josh Steimle
Confidence Gap: A Guide to Overcoming Fear and Self-Doubt	Russ Harris
Contagious: Why Things Catch on	Jonah Berger
Creative Economy: How People Make Money from Ideas	John Howkins
Creative Intelligence: Harnessing the Power to Create Connect and Inspire	Bruce Nussbaum
Creative Priority: Putting Innovation to Work in Your Business	Jerry Hirshberg
Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers	Geoffrey Moore
Data Science for Business	Foster Provost
Data Visualisation: A Handbook for Data Driven Design	Andy Kirk
Design as Art	Bruno Munari
Design Basics	Stephen Pentak
Design of Everyday Things	Donald A. Norman
Design Process	Karl Aspelund
Design Studies: A Reader	Hazel Clark and David Brody
Design Thinking for The Greater Good: Innovation in The Social Sector	Jeanne Liedtka
Design Thinking: New Product Development Essentials from the PDMA	Michael Luchs, Scott Swan, Abbe Griffin
Diffusion of Innovations	Everett M. Rogers
Do More Faster: Techstars Lessons to Accelerate Your Startup	David Cohen
Do the Kind Thing: Think Boundlessly, Work Purposefully, Live Passionately	Daniel Lubetzky
Don't Make Me Think, Revisited: A Common-Sense Approach to Web Usability	Steve Krug
Drawing Is Thinking	Milton Glaser
Drive: The Surprising Truth About What Motivates Us	Daniel H. Pink
Driver in The Driverless Car: How Our Technology Choices Will Create the Future	Vivek Wadhwa and Alex Salkever
Elon Musk: Tesla, SpaceX, And the Quest for A Fantastic Future	Ashlee Vance
Entrepreneurial Bible to Venture Capital: Inside Secrets from The Leaders of The Startup Game	Andrew Romans
Entrepreneurial Group: Social Identities, Relations, And Collective Action (Kauffman Foundation Series on Innovation and Entrepreneurship)	Martin Ruef
Entrepreneur's Guide to Law and Strategy	Constance E Bagley
Entrepreneurship for The Creative and Cultural Industries	Bonita M. Kolb
Entrepreneurship in The Creative Industries: An International Perspective	Edited by: Colette Henry
Everything Store: Jeff Bezos And the Age of Amazon	Brad Stone
Evil by Design: Interaction Design to Lead Us Into Temptation	Chris Nodder
Executive Director's Guide to Thriving as A Nonprofit Leader	Mim Carlson
Experimental Capitalism: The Nanoeconomics Of American High-Tech Industries (Kauffman Foundation Series on Innovation and Entrepreneurship)	Steven Klepper - Edited By: Serguey Braguinsky, David A. Hounshell, John H. Miller

Explaining Creativity	Keith Sawyer
Exponential Organizations: Why New Organizations Are Ten Times Better, Faster, and Cheaper Than Yours (and What to Do About It)	Salim Ismail
Fire Starter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms	Danielle Laporte
Form A Partnership: The Complete Legal Guide	Denis Clifford
Foster Your Passion: A Guide To Finding Your Passion And The Tools You Need To Foster It	Hayley Foster
Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup	Noam Wasserman
Four Steps to the Epiphany	Steve Blank
Functional Art: An Introduction to Information Graphics and Visualization	Alberto Cairo
Future Agenda: Six Challenges to the Next Decade	Caroline Dewing and Tim Jones
Geek Girl Rising: Inside the Sisterhood Shaking Up Tech	Heather Cabot
Geek Silicon Valley	Ashlee Vance
Getting Beyond Better: How Social Entrepreneurship Works	Roger L. Martin
Girls Think of Everything: Stories of Ingenious Inventions by Women	Catherine Thimmesh
Good Profit: How Creating Value for Others Built One of The World's Most Successful Companies	Charles Koch
Good to Great	Jim Collins
Grit: The Power of Passion and Perseverance	Angela Duckworth
Group Genius: The Creative Power of Collaboration Paperback	Keith Sawyer
Hard Thing About Hard Things: Building A Business When There Are No Easy Answers	Ben Horowitz
HBR Guide to Buying a Small Business	Richard Ruback
Heavy Hitter I.T. Sales Strategy: Competitive Insights from Interviews With 1,000+ Key Information Technology Decision Makers and Top Technology Salespeople	Steve Martin
How Did You Do It, Truett?: A Recipe for Success	Cathy Truett
How the Internet Became Commercial: Innovation, Privatization, And the Birth of a New Network	Shane Greenstein
How to Change the World	David Bornstein
How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World	Michael Bierut
How We Got to Now: Six Innovations That Made the Modern World	Steven Johnson
Hypomanic Edge: The Link Between (A Little) Craziess And (A Lot Of) Success in America	John Gartner
Idea Factory: Bell Labs and The Great Age of American Innovation	Jon Gertner
Inevitable: Understanding The 12 Technological Forces That Will Shape Our Future	Kevin Kelly
Influence: The Psychology of Persuasion	Cialdini, Robert B
Infographic Guide to Science	Tom Cabot
Innovating: A Doer's Manifesto for Starting from A Hunch, Prototyping Problems, Scaling Up, And Learning to Be Productively Wrong	Luis Perez-Breva
Innovation and Entrepreneurship	Peter Drucker
Innovation and Scaling for Impact: How Effective Social Enterprises Do It	Christian Seelos
Innovation Blind Spot: Why We Back the Wrong Ideas and What to Do About It	Ross Baird
Innovation Code: The Creative Power of Constructive Conflict	Jeffrey Thomas Degraff
Innovator's Dilemma	Clayton Christensen
Innovators: How A Group of Hackers, Geniuses, And Geeks Created the Digital Revolution	Walter Isaacson
Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia To Modern Times Edited (Kauffman Foundation Series on Innovation and Entrepreneurship)	David S. Landes, Joel Mogyk, William J. Baumol

It's Not How Good You Are, It's How Good You Want to Be: The World's Best-Selling Book by Paul Arden	Paul Arden
King of Capital: The Remarkable Rise, Fall, And Rise Again of Steve Schwarzman and Blackstone	David Carey
Knowledge is Beautiful	David McCandless
Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups	Randall Stross
Leadership Is an Art	Max Depree
Leadership Step by Step: Become the Person Others Follow	Joshua Spodek
Lean Out	Dawn Foster
Lean Product Design and Development Journey: A Practical View	Marcus Vinicius Pereira Pessoa
Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries
Lean UX: Designing Great Products with Agile Teams	Jeff Gothelf
Lightning in A Bottle	David Minter and Michael Reid
Losing My Virginity: How I Survived, Had Fun, And Made a Fortune Doing Business My Way	Richard Branson
Made to Stick: Why Some Ideas Survive and Others Die	Chip Heath and Dan Heath
Managing the Nonprofit Organization	Peter Drucker
Massive Change and the Institute Without Boundaries	Bruce Mau
Mastering Bitcoin: Programming the Open Blockchain	Anas Antonopoulos
Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-Up to IPO On Your Terms	Jeffery Bussgang
Mental Toughness for Women Leaders: 52 Tips to Recognize and Utilize Your Greatest Strengths	Larae Quay
Microtheory Of Innovative Entrepreneurship	William J. Baume
Money of Invention: How Venture Capital Creates New Wealth Hardcover	Paul A. Gompers
My Inventions: The Autobiography of Nikola Tesla	Nikola Tesla
Myth of Meritocracy: Why Working-Class Kids Get Working-Class Jobs	James Bloodworth
Networking China: The Digital Transformation of The Chinese Economy	Yu Hong
Never Split the Difference: Negotiating as If Your Life Depended on It	Voss, Christopher
Next Generation Business Strategies for The Base of The Pyramid: New Approaches for Building Mutual Value	Ted London
Nolo's Patents for Beginners	David Pressman
Not So Obvious: An Introduction to Patent Law and Strategy	Jeffrey Schox
Only Sales Guide You'll Ever Need	Anthony Iannarino
Originals: How Non-Conformists Move the World	Adam Grant
Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success	William Thorndike
People's Tycoon: Henry Ford and The American Century	Steven Watts
Philanthro-Capitalism: How the Rich Can Save The World	Matthew Bishop
Pitch Anything: An Innovative Method for Presenting, Persuading, And Winning the Deal	Oren Klaff
Platform Revolution	Sangeet Paul Choudary, Geoffrey G Parker, and Marshall Van Alstyne
Platform: Get Noticed in A Noisy World	Michael Hyatt
Pocket Universal Principles of Design: 150 Essential Tools for Architects, Artists, Designers, Developers, Engineers, Inventors, and Managers	William Lidwell

Pour Your Heart into It: How Starbucks Built a Company One Cup at A Time	Howard Schultz
Power of Little Ideas: A Third Way to Innovate for Market Success	David C Robertson
Predictably Irrational	Dan Ariely
Predicting the Turn: The High Stakes Game of Business Between Startups and Blue Chips	Dave Knox
Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience	Carmine Gallo
Presentation Techniques: A Guide to Drawing and Presenting Design Ideas	Dick Powell
Present-Future Leader: How to Thrive in Today's Economy	Randall Wolken
Principles: Life and Work	Ray Dalio
Profit from Your Idea: How to Make Smart Licensing Deals	Richard Stim
Purpose Economy	Aaron Hurst
Purpose Is Profit: The Truth About Starting and Building Your Own Business	Ed McLaughlin
Raising Venture Capital for The Serious Entrepreneur	Dermot Berkery
Raw Data: Infographic Designer's Sketchbooks	Steven Heller
Research Methods for Product Design	Alex Milton
Running Lean: Iterate from Plan A to A Plan That Works	Ash Maurya
Scaling Up Excellence: Getting to More Without Settling for Less	Robert Sutton
Screw Business as Usual	Richard Branson
Seventh Sense: Power, Fortune, And Survival in The Age of Networks	Joshua Cooper Ramo
Shoe Dog: A Memoir by The Creator of Nike	Philip H. Knight
Sketching: Drawing Techniques for Product Designers	Koos Eissen
Small Is the New Big: And 183 Other Riffs, Rants, And Remarkable Business Ideas	Seth Godin
Smarter Faster Better: The Secrets of Productivity in Life and Business	Charles Duhigg
Snowball: Warren Buffett And the Business of Life	Alice Schroeder
Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise	Ian C. Macmillan
Social Entrepreneurship: A Skills Approach	Christopher Durkin
Solomon's Knot: How Law Can End the Poverty of Nations (Kauffman Foundation Series on Innovation and Entrepreneurship)	Robert D. Cooter, Hans-Bernd Schäfer
Spark: The Revolutionary New Science of Exercise and the Brain	John Ratey
Start Something That Matters	Blake Mycoskie
Startup CEO A Field Guide to Scaling Up Your Business	Matt Blumberg
Startup Communities: Building an Entrepreneurial Ecosystem in Your City	Brad Feld
Startup Equation: A Visual Guidebook to Building, Launching and Scaling Your Startup	Steven Fisher
Startup Game: Inside the Partnership Between Venture Capitalists and Entrepreneurs	William H. Draper
Startup Playbook: Founder-to-Founder Advice From Two Startup Veterans	Rajat Bhargava and Will Herman
Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth	Eric Ries
Steal Like an Artist	Austin Kleon
Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life	Michael Port
Storyscaping: Stop Creating Ads, Start Creating Worlds	Gaston Legorburu
Succeeding at Social Enterprise: Hard-Won Lessons for Nonprofits and Social Entrepreneurs	Social Enterprise Alliance
Success and Luck: Good Fortune and The Myth of Meritocracy	Robert H. Frank.
Summary of Principles: Life and Work by Ray Dalio	

Sustainability Generation: The Politics of Change & Why Personal Accountability is Essential Now!	Mark C. Coleman
Tactics of Hope: How Social Entrepreneurs Are Changing Our World	Wilford Welch
Tao Of Leadership: Lao Tzu's Tao Te Ching	John Heider
Ten Types of Innovation: The Discipline of Building Breakthroughs	Larry Keeley
Term Sheets & Valuations - An Inside Look at The Intricacies of Venture Capital Term Sheets & Valuations	Alex Wilmerding
Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain	Steven D. Levitt
Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students	Ellen Lupton
Thinking, Fast and Slow	Daniel Kahneman
Third Wave: An Entrepreneur's Vision of The Future	Stephen Case
This is Service Design Doing: Applying Service Design Thinking in the Real World: A Practitioners' Handbook	Marc Stickdorn (editor)
This is Service Design Methods: A Companion to This Is Service Design Doing	Marc Stickdorn (editor)
Thoughts on Interaction Design	Jon Kolko
Thriving on Chaos	Tom Peters
Time to Trust: Mobilizing Humanity for a Sustainable Future	Mark C. Coleman
To Sell Is Human: The Surprising Truth About Moving Others	Daniel Pink
Tom Peters Essentials: Design	Tom Peters
Tom Peters Essentials: Leadership	Tom Peters
Tom Peters Essentials: Talent	Tom Peters
Tom Peters Essentials: Trends	Tom Peters
Travels of A T-Shirt in The Global Economy: An Economist Examines the Markets, Power, And Politics of World Trade	Pietra Rivoli
True North: Discover Your Authentic Leadership Hardcover	Bill George
Truthful Art: Data, Charts, and Maps for Communication	Alberto Cairo
Tubes: A Journey to the Center of the Internet	Andrew Blum
Turn Ideas into Products: A Playbook for Defining and Delivering Technology Products	Steve Johnson
Uncontainable	Kip Tindell
Understanding Social Enterprise: Theory and Practice	Rory Ridley-Duff
Undoing Project: A Friendship That Changed Our Minds	Michael Lewis
Universal Principles of Design	William Lidwell
Upstarts: How Uber, Airbnb, And the Killer Companies of The New Silicon Valley Are Changing the World	Brad Stone
Value Proposition Design: How to Create Products and Services Customers Want	Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith; Designed by Trish Papadacos.
Venture Deals	Brad Feld and Jason Mendelson
Venturesome Economy: How Innovation Sustains Prosperity in A More Connected World (Kauffman Foundation Series on Innovation and Entrepreneurship)	Amar Bhidé
Visual Miscellaneum: A Colorful Guide to the World's Most Consequential Trivia	David McCandless
Visual Notes for Architects and Designers	Norman Crowe
Way Things Work	David Macaulay
We Were Yahoo! From Internet Pioneer to the Trillion Dollar Loss of Google and Facebook	Jeremy Ring

What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion-Dollar Idea	Brian Cohen
Where Good Ideas Come From: The Natural History of Innovation	Steven Johnson
Where to Play: 3 Steps for Discovering Your Most Valuable Market Opportunities	Marc Gruber and Sharon Tal
Wicked Problems: Problems Worth Solving	Jon Kolko
Wikinomics: How Mass Collaboration Changes Everything	Don Tapscott
Wild Ride: Inside Uber's Quest for World Domination	Adam Lashinsky
Will It Fly?	Thomas K. Mcknight
Winning the Story Wars: Why Those Who Tell--And Live--The Best Stories Will Rule the Future	Jonah Sachs
Wisdom of Crowds Paperback	James Surowiecki
Year Up: How A Pioneering Program That Teaches Young Adults Real Skills for Real Jobs- - With Real Success	Gerald Chertavian
Young Entrepreneur's Guide to Starting and Running a Business: Turn Your Ideas into Money!	Steve Mariotti
Zen And the Art of Motorcycle Maintenance	Robert Pirsig
Zero to One: Notes on Startups, Or How to Build the Future	Peter Thiel, Blake Masters