

## Mohnish's Bookshelf

### **Books on Sales & Marketing**

- 1 2020 Vision by Stan Davis and Bill Davidson [Details](#)
- 2 An Eye for Winners by Lillian Vernon [Details](#)
- 3 AOL.com by Kara Swisher [Details](#)
- 4 Being Digital by Nicholas Negreonte [Details](#)  
*(Negreonte is the guru and futurist on the subject of eBusiness.  
Founder and Director of the famed MIT Media Labs.)*
  
- 5 Blown to Bits: How the New Economics of Information Transforms Strategy by Philip Evans, Thomas S. Wurster [Details](#)
- 6 Blueprint to the Digital Economy by Don Tapscott [Details](#)
- 7 Business @ the Speed of Thought by Bill Gates [Details](#)
- 8 Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley By: Antonio Garcia Martinez [Details](#)
- 9 Competing for the Future by Gary Hamel and C.K. Prahalad [Details](#)
- 10 Competing on the Edge by Shona L. Brown and Kathleen M. Eisenhardt [Details](#)
- 11 Computer Networks by Andrew Tanenbaum [Details](#)
- 12 Conceptual Selling by Robert Bruce Miller, et al [Details](#)
- 13 Confessions of an Advertising Man by David Ogilvy [Details](#)
- 14 Co-opetition by Adam M. Brandenberger and Barry J. Nalebuff [Details](#)
  
- 15 Creating Value in the Network Economy edited by Don Tapscott [Details](#)
  
- 16 Crossing the Chasm by Geoffrey A. Moore [Details](#)
- 17 Customers.com by Patricia B. Seybold [Details](#)
- 18 Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery [Details](#)
- 19 Direct From Dell by Michael Dell [Details](#)
- 20 Disruption by Jean-Marie Dru [Details](#)
- 21 Electronic Commerce: A Manager's Guide by Ravi Kalakota and Andrew B. Whinston [Details](#)
- 22 Enterprise One to One by Don Peppers and Martha Rogers [Details](#)
- 23 Focus by Al Ries [Details](#)
- 24 Future Perfect by Stanley M. Davis, Stan Davis [Details](#)

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### **Books on Sales & Marketing**

- 25 Guerrilla Advertising by Jay Conrad Levinson [Details](#)
- 26 High Tech High Touch by John Naisbitt [Details](#)
- 27 How to Drive Your Competition Crazy by Guy Kawasaki  
*(Awesome book. On my Top Ten List. CEO of garage.com and a friend.)* [Details](#)
- 28 Information Rules by Carl Shapiro and Hal Varian [Details](#)
- 29 In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain That Breaks All the Rules by Stacy Perman [Details](#)
- 30 Inside the Tornado by Geoffrey A. Moore [Details](#)
- 31 Internet & TCP/IP Network Security by Uday O. Pabrai, Vijay K. Gurbani [Details](#)
- 32 Jump Point: How Network Culture is Revolutionizing Business by Tom Hayes [Details](#)
- 33 Jump Start Your Business Brain: Win More, Lose Less, and Make More Money by Doug Hall [Details](#)
- 34 Marketing High Technology by William Davidow [Details](#)
- 35 Marketing on a Shoestring by Jeffrey P. Davidson [Details](#)
- 36 Marketing Warfare by Al Ries and Jack Trout [Details](#)
- 37 Net Gain by John Hagel III and Arthur G. Armstrong [Details](#)
- 38 Net Worth by John Hagel III and Marc Singer [Details](#)
- 39 No B.S.Trust-Based Marketing: The Ultimate Guide to Creating Trust in an Understandably UN-Trusting World by Dan S. Kennedy and Matt Zagula [Details](#)
- 40 Ogilvy on Advertising by David Ogilvy  
*(Ogilvy is a brilliant guy and a terrific writer. Really enjoyed this book and learned a lot.)* [Details](#)
- 41 Opening Digital Markets by Walid Mougayar [Details](#)
- 42 Product Juggernauts: How Companies Mobilize to Generate a Stream of Market Winners by Jean-Philippe Deschamps, P. Ranganath Nayak [Details](#)
- 43 Rapid Development: Taming Wild Software Schedules by Steve McConnell [Details](#)
- 44 Real Time by Regis McKenna [Details](#)
- 45 Rethinking Business-To-Business Marketing by Paul Sherlock [Details](#)

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|----|--|-------------------------|
| 46 | Rules for Revolutionaries by Guy Kawasaki  | <a href="#">Details</a> |
| 47 | Sam Pitroda: A Biography by Mayank Chhaya  | <a href="#">Details</a> |
| 48 | Sell like a Pro by Sherrill Y. Estes   | <a href="#">Details</a> |
| 49 | Selling the Dream by Guy Kawasaki  | <a href="#">Details</a> |
| 50 | Selling the Invisible by Harry Beckwith  | <a href="#">Details</a> |
| 51 | Selling Your Services by Robert W. Bly   | <a href="#">Details</a> |
| 52 | Spin Selling by Neil Rackham   | <a href="#">Details</a> |
| 53 | Steve Jobs and the Next Big Thing by Randall Stross  | <a href="#">Details</a> |
| 54 | Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller                      | <a href="#">Details</a> |
| 55 | Strategic Management of Technology and Innovation by Robert A. Burgelman, Modesto A. Maidique, Steven C. Wheelwright | <a href="#">Details</a> |
| 56 | Strategic Selling by Robert Miller and Stephen Heiman  | <a href="#">Details</a> |
| 57 | Successful Large Account Management by Robert Miller and Stephen Heiman  | <a href="#">Details</a> |
| 58 | Tech-Venture by Mohan Sawhney  | <a href="#">Details</a> |
| 59 | Tested Advertising Methods by John Caples  | <a href="#">Details</a> |
| 60 | The 22 Immutable Laws of Marketing by Al Ries and Jack Trout   | <a href="#">Details</a> |
| 61 | The Difference Between God and Larry Ellison* by Mike Wilson   | <a href="#">Details</a> |
| 62 | The Digital Economy by Don Tapscott  | <a href="#">Details</a> |
| 63 | The Digital Estate by Chuck Martin   | <a href="#">Details</a> |
| 64 | The Discipline of Market Leaders by Michael Treacy and Fred Wiersema   | <a href="#">Details</a> |
| 65 | The Hp Way by David Packard  | <a href="#">Details</a> |
| 66 | The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton Christensen                      | <a href="#">Details</a> |
- (Awesome book. May move soon to my Top Ten List. If anything will keep CEOs awake at night, reading this book certainly will. Eyeopening. I met Clayton in Feb. '99 at Harvard. Brilliant guy.)*

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|----|---|-------------------------|
| 67 | The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising by Kenneth Roman  | <a href="#">Details</a> |
| 68 | The MacIntosh Way by Guy Kawasaki   | <a href="#">Details</a> |
| 69 | The Monster Under the Bed by Stan Davis and Jim Botkin  | <a href="#">Details</a> |
| 70 | The Nudist on the Late Shift by Po Bronson  | <a href="#">Details</a> |
| 71 | The Power of Commerce: Economy and Governance in the First British Empire by Nancy F. Koehn   | <a href="#">Details</a> |
| 72 | The Seven Steps to Nirvana: Strategic Insights Into E-Business Transformation by Mohan Sawhney and Jeff Zabin   | <a href="#">Details</a> |
| 73 | The Soul of a New Machine by Tracy Kidder<br><i>(Tracy won a Pulitzer Prize for this book. Must-read for anyone in a product development or a startup environment.)</i> | <a href="#">Details</a> |
| 74 | To Sell Is Human: The Surprising Truth About Moving Others by Daniel H. Pink  | <a href="#">Details</a> |
| 75 | Unleashing the Killer App: Digital Strategies for Market Dominance by Larry Downes and Chunka Mui   | <a href="#">Details</a> |
| 76 | X Window System User's Guide (The Artech House Telecommunications Library) by Uday O. Pabrai, Hemant T Shah   | <a href="#">Details</a> |