

Litterature



LITTERATURE

BOOKS ARTICLES

On this page, you will find litterature that I have read. The litterature which is listed has given me some great insights and values. The books below is just some of the books I have read the last 6 years.

- Refire! Don't Retire
 - Author: *Morton Shaevitz & Ken Blanchard*
 - Published: *2015*
 - Comment: *About how to refire your life - I found it inspiring even though I am not even close to retire yet.*
- Link building Strategies
 - Author: *Warren Mori*
 - Published: *2015*
 - Comment: *A brief insight on how to gain good link building to your website.*
- Leap First
 - Author: *Seth Godin*
 - Published: *2015*
 - Comment: *This books gives a good insight in Cognitiv behavioural therapy - not in depth but a good overall insight*
- Revolution
 - Author: *Russel Brand*
 - Published: *2014*
 - Comment: *Russel Brand has some real good points in this book. The book is a good mix of facts, thoughts and provocations with a lot of self irony. I found the book really good.*
- Talk like TED
 - Author: *Carmine Gallo*
 - Published: *2014*
 - Comment: *Learn how to talk like they do on TED Talks. I found this book really*

useful and gave me a great insight in how to make presentations much more interesting.

- Epic Content Marketing
 - Author: *Joe Pulizzi*
 - Published: *2013*
 - Comment: *If you are working with Content Marketing or want to work with Content Marketing, then this is a must read book. It was definitely very useful and very insightful reading.*
- The Chimp Paradox
 - Author: *Prof Steve Peters*
 - Published: *2012*
 - Comment: *I think it was a really inspiring and insightful book. It is about an incredible strong mind management model, and it takes a lot of time to absorb the concept, but is really worth the read.*
- Be a Free Range Human
 - Author: *Marianne Cantwell*
 - Published: *2012*
 - Comment: *Very inspiring reading about how to live of your passion and stop putting your self in a cage.*
- The Icarus Deception: How High Will You Fly?
 - Author: *Seth Godin*
 - Published: *2012*
 - Comment: *This book is like a philosophical splash in the face, guaranteed to wake you up and get you moving. Really great book.*
- Digital Wars
 - Author: *Charles Arthur*
 - Published: *2012*
 - Comment: *Very interesting book with a large insight and info. I had great fun reading this book.*
- The Lean Startup
 - Author: *Eric Ries*
 - Published: *2011*
 - Comment: *How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. I found it really interesting, there were more parts that made me think differently about how to start a business.*
- Start with why
 - Author: *Simon Sinek*
 - Published: *2011*
 - Comment: *This book gives you a really good reason why you always should start with why in your business. I found the book useful with great examples.*
- The Barefoot Executive
 - Author: *Carrie Wilkerson*

- Published: 2011
- Comment: *I liked it and there was a lot to learn from it.*
- Losing My Virginity
 - Author: *Richard Branson*
 - Published: 2011
 - Comment: *"Oh, screw it, let's do it." - words from Richard Branson, I think this book was really good reading about his adventures in business and adventures in the more private manners.*
- Cognitive Behavioural Therapy for Dummies
 - Author: *Rob Wilson & Rhena Branch*
 - Published: 2010
 - Comment: *I think this might be the best I have heard from Seth Godin so far. Brilliant!*
- Purple Cow
 - Author: *Seth Godin*
 - Published: 2009
 - Comment: *For me this wasn't the best from Seth Godin.*
- The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich
 - Author: *Timothy Ferriss*
 - Published: 2009 edition
 - Comment: *This book has a fantastic rational of how to earn well and work less. It also makes you think of what you want to achieve in life. A great book, many things that I could use in it.*
- What Would Google Do?
 - Author: *Jeff Jarvis*
 - Published: 2009
 - Comment: *A great book about how Google has done there business, how there "Being good" has changed business and how they benefit for "Being good"*
- Free: The Future of a Radical Price
 - Author: *Chris Anderson*
 - Published: 2009
 - Comment: *Everything is going in a Free direction. Example Flickr doesn't take money for there service, how do you compete with that! How do you earn money on Free.*
- Tribes
 - Author: *Seth Godin*
 - Published: 2008
 - Comment: *Get inspired to lead! Seth Godin's Tribes reminds us that there is a leader living inside each of us.*
- Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time
 - Author: *Brian Tracy*
 - Published: 2006

- Comment: *About how to save time and be more efficient on your work. There was a few good advices in it, but it had a lot of focus on work as working for a company. I also disagree on some of the advices in the book. All in al an ok book, but not brilliant.*
- Blue Ocean Strategy
 - Author: *W. Chan Kim and Renée Mauborgne*
 - Published: *2005*
 - Comment: *Great book about how to differ your business from your competitors and how to create your own blue ocean.*
- 80/20 Principle
 - Author: *Richard Koch*
 - Published: *2002*
 - Comment: *Gives a really great insights to the 80/20 principle. The book gives a very good insight in how to use the 80/20 principle, and what to gain from the 80/20 principle.*