Books We Like at Redhawk:

I.   Books on Lean Startup / Customer Discovery

Running Lean: Iterate from Plan A to a Plan That Works, Ash Maurya

Lean Analytics: Use Data to Build a Better Startup Faster, Alistair Croll

Talking to Humans: Success starts with understanding your customers, Giff Constable

The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you, Rob Fitzpatrick

The Lean Startup, Eric Ries

II.   Books on Leadership & Culture

Trillion Dollar Coach, Eric Schmidt

The Great CEO Within, Matt Mochary

All In: How the Best Managers Create a Culture of Belief and Drive Big Results, Adrian Gostic

III.   Books on Data/KPIs/OKRs

The Signal and the Noise, Nate Silver

Measure What Matters, John Doer

Radical Focus, Christina Wodtke

Objectives and Key Results, Paul Niven & Ben Lamorte

IV.   Books on Fundraising and Company Building

Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist, Feld & Mendelson

eBoys: The True Story of the Six Tall Men Who Backed eBay, Webvan and Other Billion-dollar Start-ups, Randall Stross

[The Perfect Store](#), Adam Cohen

[The PayPal Wars](#), Eric Jackson

V.   Books on Startup Ecosystems & Ecosystem Building

[Startup Communities: Building a Startup Ecosystem in Your City](#), Brad Feld