



WHAT'S NEXT FOR YOUR START-UP IDEA?





Mary Grove
Head of Google for Entrepreneurs

GOOGLE FOR ENTREPRENEURS

Google offers a number of useful talks about entrepreneurship from real entrepreneurs who know what they're talking about. While not all of the subjects will be relevant to what you're doing, you're sure to find something worth listening to, all for free.

[\[GOOGLE FOR ENTREPRENEURS LINK\]](#)

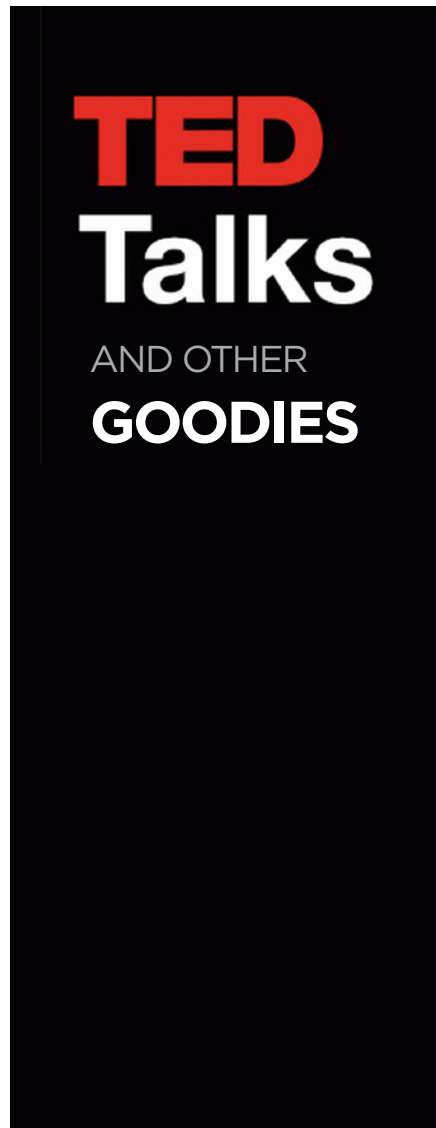


START UP SCHOOL

Start-Up School is a podcast series by the marketer Seth Godin and is quite simply one of the most useful things I've listened to. A combination of short talks and question & answer sessions from start-up business owners, Seth has answers for everything. Well worth a listen and highly recommended.

[\[ITUNES PODCAST LINK\]](#)





INSPIRATION

ALAN WATTS

What If Money Were No Object
[[YOUTUBE LINK](#)]

GOPRO

HERO 3 Promo Video
[[YOUTUBE LINK](#)]

RICK MEREKI

MOVE
[[VIMEO LINK](#)]

LEADERSHIP

DAVE MESLIN

The Antidote To Apathy
[[YOUTUBE LINK](#)]

DEREK SILVERS

How To Start A Movement
[[TED LINK](#)]

MARKETING THEORY

SETH GODIN

How To Get Your Ideas To Spread
[[TED LINK](#)]

SETH GODIN

The Tribes We Lead
[[TED LINK](#)]

ADVERTISING & MESSAGING

RORY SUTHERLAND

Life Lessons From An Ad-Man
[[TED LINK](#)]

CAL MCALLISTER

How Ideas Spread
[[YOUTUBE LINK](#)]

BUSINESS THEORY

CHRIS ANDERSON

Technology's Long Tail
[[TED LINK](#)]

NICHOLAS LOVELL

An Explanation Of The Curve
[[WIRED LINK](#)]

ERIC RIES

The Lean Start-Up
[[YOUTUBE LINK](#)]

JOSEPH PINE

What Consumers Want
[[TED LINK](#)]

START-UP STORIES

RICHARD BRANSON

Life at 30,000 feet
[[TED LINK](#)]

EDWIN BRONI-MENSAH

How Being Selfish Can Help Others
[[YOUTUBE LINK](#)]

CAMERON HEROLD

Let's Raise Kids To Be
Entrepreneurs
[[TED LINK](#)]

GOOGLE CHROME STORIES

Andrew Willis, Skatepark Engineer
[[YOUTUBE LINK](#)]

Jamal Edwards

[[YOUTUBE LINK](#)]

CHARITY & SOCIAL ENTERPRISE

DAN PALOTTA

The Way We Think About Charity
Is Dead Wrong
[[TED LINK](#)]

ANDREAS RAPTOPOULOS

No Roads? There's A Drone For That
[[TED LINK](#)]

MICHEAL NORTON

How To Buy Happiness
[[TED LINK](#)]





INSPIRATION

RICHARD BRANSON

Losing My Virginity
(Autobiography)
[\[AMAZON LINK\]](#)

JAMES CAAN

The Real Deal: My Story From Brick
Lane To Dragons' Den
[\[AMAZON LINK\]](#)

RICHARD REED

A Book About Innocent: Our Story
And Some Things We've Learned
[\[AMAZON LINK\]](#)

BUSINESS START-UP

ALEXANDER OSTERWALDER

Business Model Generation: A
Handbook for Visionaries, Game
Changers, and Challengers
[\[AMAZON LINK\]](#)

ERIC RIES

The Lean Startup: How Constant
Innovation Creates Radically
Successful Businesses
[\[AMAZON LINK\]](#)

CHRIS GUILLEBEAU

The \$100 Startup: Fire Your Boss,
Do What You Love and Work
Better to Live More
[\[AMAZON LINK\]](#)

DOUG RICHARD

How to Start a Creative Business
[\[AMAZON LINK\]](#)

TONY HSIEH

Delivering Happiness: A Path to
Profits, Passion and Purpose (The
Story Of Zappos Shoes)
[\[AMAZON LINK\]](#)

MIKI AGRAWAL

Do Cool Sh*t: Quit Your Day Job,
Start Your Own Business, and Live
Happily Ever After
[\[AMAZON LINK\]](#)

MARKETING

MALCOLM GLADWELL

The Tipping Point: How Little
Things Can Make a Big Difference
[\[AMAZON LINK\]](#)

NICHOLAS LOVELL

The Curve: Turning Followers into
Superfans
[\[AMAZON LINK\]](#)

CHRIS ANDERSON

The Long Tail: How Endless Choice
is Creating Unlimited Demand
[\[AMAZON LINK\]](#)

SETH GODIN

Tribes: We Need You To Lead Us
[\[AMAZON LINK\]](#)

ECONOMICS

STEVEN D. LEVITT

Freakonomics: A Rogue
Economist Explores the Hidden
Side of Everything
[\[AMAZON LINK\]](#)

WILLIAM POUNDSTONE

Priceless: The Hidden Psychology
Of Value
[\[AMAZON LINK\]](#)

LEADERSHIP

JAMES KERR

Legacy
[\[AMAZON LINK\]](#)

CHARITY/SOCIAL

RICHARD WILKINSON/KATE PICKETT

The Spirit Level: Why Equality Is
Better For Everyone
[\[AMAZON LINK\]](#)

BLAKE MYCOSKIE

Start Something That Matters (The
Story Of TOMS Shoes)
[\[AMAZON LINK\]](#)





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