

Todd's Reading List Ideas

Books

- [Myth of Excellence](#)
- [Don't Make Me Think](#)
- [Positioning](#)
- [Running Lean](#)
- [Balanced Scorecard Strategy For Dummies](#)
- [Scaling Up](#)
- [The New Rules of Marketing and PR](#)
- [Talking to Strangers](#)
- [Crucial Conversations](#)
- [The Five Dysfunctions of a Team: A Leadership Fable](#)
- [Information Architecture: For the Web and Beyond](#)
- [Nine Lies About Work: A Freethinking Leader's Guide to the Real](#)
- [Multipliers](#)
- [Reinventing Your Board](#)
- [The Fifth Discipline](#)
- [The Deadline: A Novel About Project Management](#)
- [Mapping Experiences](#)
- [The Hard Thing About Hard Things: Building a Business When There Are No Easy](#)
- [How The Mighty Fall](#)
- [The Square and the Tower](#)
- [Product Roadmaps Relaunched](#)
- [Hooked](#)
- [The 7 Habits of Highly Effective People](#)
- [The CEO Tightrope](#)

Research Resources

- [Deloitte](#)
- [Accenture](#)
- [Ernst and Young](#)
- [PWC](#)
- [McKinsey](#)
- [CUNA Economics](#)
- [CUNA Mutual](#)
- [Filene Institute](#)

Publications

- [Harvard Business Review](#)
- [The Financial Brand](#)

