

# Suggested Reading List

**1. The E-Myth Revisited:  
Why Most Small Businesses Don't  
Work and What to Do About It**

This book is essential for understanding the importance of working on your business, not just in it. It provides key insights into systems, delegation, and strategic thinking.

**2. The Lean Startup:  
How Today's Entrepreneurs Use  
Continuous Innovation to Create  
Radically Successful Businesses**

This book introduces the Lean Startup methodology, which can help small businesses maximize efficiency, innovate, and adapt to changing market conditions.

**3. Profit First:  
Transform Your Business from a  
Cash-Eating Monster to a  
Money-Making Machine**

Profit First presents a system that helps small businesses understand and improve their financial health, putting profitability at the forefront.

**4. Rework**

Rework challenges traditional business wisdom and provides a fresh perspective on how to succeed in business with less. It's great for small business owners seeking non-traditional methods of operation.

**5. Good to Great:  
Why Some Companies Make the  
Leap...And Others Don't**

While geared toward larger companies, the principles of disciplined people, thought, and action can apply to businesses of all sizes. It's useful for small businesses planning for growth.

**6. Traction:  
Get a Grip on Your Business**

This book introduces the Entrepreneurial Operating System, a comprehensive system for managing and growing your business. It's practical and actionable.

**7. The Hard Thing About Hard Things:  
Building a Business When There Are  
No Easy Answers**

It provides unfiltered insights into the tough decisions and lonely times all CEOs face, presenting a raw view of leadership in growing companies.

**8. Built to Last:  
Successful Habits of Visionary  
Companies**

This book is excellent for understanding the principles that lead to enduring, successful companies, providing inspiration for small business owners looking to build a lasting legacy.

**9. The Art of the Start 2.0:  
The Time-Tested, Battle-Hardened  
Guide for Anyone Starting Anything**

A practical guide for starting any new enterprise. It provides valuable advice on a range of topics, from pitching your idea to building a strong team.

**10. Crushing It!:  
How Great Entrepreneurs Build Their  
Business and Influence—and How You  
Can, Too**

Gary Vaynerchuk provides both high-level and granular advice on how to leverage social media platforms to build a strong brand, which is particularly relevant in today's digital-first business environment.

## Suggested Reading List (cont.)

**11. Blue Ocean Strategy:  
How to Create Uncontested Market  
Space and Make the Competition  
Irrelevant**

This book offers a framework to help companies move away from competing in a crowded marketplace to creating new, unexplored market spaces - valuable for CPG companies looking to differentiate their products.

**12. Contagious:  
How to Build Word of Mouth in the  
Digital Age**

This book explores the science behind why things go viral, providing insights into how CPG companies can spread their product awareness and gain market traction.

**13. Playing to Win:  
How Strategy Really Works**

Written by a former CEO of Procter & Gamble, this book offers valuable strategic insights on how to position your CPG brand for success in a competitive market.

**14. The New Rules of Retail:  
Competing in the World's Toughest  
Marketplace**

This book offers insights into the retail industry and how to compete effectively, a valuable read for any CPG company selling through retail channels.

**15. The Power of Habit:  
Why We Do What We Do in Life and  
Business**

Understanding consumer habits can be key to the success of a CPG company. This book explores the science of habit formation in our lives, companies, and societies.

**16. The Business of Wine:  
An Encyclopedia**

This comprehensive guide covers a wide range of topics related to the business side of the wine industry, providing a valuable resource for winery owners.

**17. Wine and the Vine:  
An Historical Geography of Viticulture  
and the Wine Trade**

This book offers historical and geographical insights into viticulture, providing a broader context for understanding the wine industry.

**18. Successful Social Media and  
Ecommerce Strategies in the Wine  
Industry**

This book provides case studies and insights on leveraging social media and ecommerce strategies, which can help small winery owners market their products effectively.

**19. Wine Marketing & Sales:  
Success Strategies for a Saturated  
Market**

This book offers strategies for successful marketing and sales in the wine industry, providing actionable advice for winery owners in a saturated market.

**20. Money, Taste, and Wine:  
It's Complicated**

This book is excellent for understanding the principles that lead to enduring, successful companies, providing inspiration for small business owners looking to build a lasting legacy.