

Sources & Further Reading: Brad Jacob's How to Make a Few Billion Dollars

Consciousness

- *Breathe, You Are Alive: The Sutra on the Full Awareness of Breathing* by Thich Nhat Hanh (1990)
- *Cognitive Behavior Therapy: Basics and Beyond* by Judith S. Beck (2021)
- *Cognitive-Behavior Treatment of Borderline Personality Disorder* by Marsha Linehan (1993)
- *DBT Skills Training Manual* by Marsha Linehan (2015) “Evolution of the Brain: From Behavior to Consciousness in 3.4 Billion Years” by John J. Oró (2004); *Neurosurgery* 54, no. 6
- *Feeling Good* by David Burns, MD (1980)
- *A History of the Mind: Evolution and the Birth of Consciousness* by Nicholas Humphrey (1999)
- *How to Stubbornly Refuse to Make Yourself Miserable about Anything—Yes, Anything!* by Albert Ellis, PhD (1988)
- *Learned Optimism: How to Change Your Mind and Your Life* by Martin E. P. Seligman, PhD (1990)
- *The Man Who Mistook His Wife for a Hat* by Oliver Sacks (1985)
- *My Voice Will Go with You: The Teaching Tales of Milton H. Erickson* by Sidney Rosen (1982)
- *On the Origins of Human Emotions* by Jonathan Turner (2000)
- *On the Origin of the Human Mind* by Andrey Vyshedskiy, PhD (2001)
- *Parent Effectiveness Training* by Dr. Thomas Gordon (1975)
- *Positive Evolutionary Psychology: Darwin's Guide to Living a Richer*
- *Life* by Glenn Geher and Nicole Wedberg (2020)
- *Prisoners of Hate: The Cognitive Basis of Anger, Hostility and Violence* by Aaron T. Beck, MD (1999)
- *The Psychobiology of Gene Expression: Neuroscience and*
- *Neurogenesis in Hypnosis and the Healing Arts* by Ernest Rossi (2002)
- *Radical Acceptance: Embracing Your Life with the Heart of the Buddha* by Tara Brach, PhD (2003)
- *Uncommon Therapy: The Psychiatric Techniques of Milton H. Erickson, M.D.* by Jay Haley (1973)

Big History

- *Big History: From the Big Bang to the Present* by Cynthia Stokes Brown (2008)
- *The Feynman Lectures on Physics* by Richard Feynman, Robert Leighton, and Matthew Sands (1977)
- *The Life of the Cosmos* by Lee Smolin (1997)
- *Maps of Time: An Introduction to Big History* by David Christian (2004)
- *Sapiens: A Brief History of Humankind* by Yuval Noah Harari (2011)
- *A Short History of Nearly Everything* by Bill Bryson (2003)
- *Sizing Up the Universe: The Cosmos in Perspective* by Robert Vanderbei and J. Richard Gott (2010)

Evolution

- *The Ants* by Bert Hölldobler and Edward O. Wilson (1990)
- *The Canon: A Whirligig Tour of the Beautiful Basics of Science* by Natalie Angier (2007)
- *Evolution for Everyone: How Darwin's Theory Can Change the Way*
- *We Think about Our Lives* by David Sloan Wilson (2007)
- *On the Origin of Species by Means of Natural Selection, or the Preservation of Favoured Races in the Struggle for Life* by Charles Darwin (1911)
- *Origins of the Modern Mind: Three Stages of the Evolution of Culture and Cognition* by Merlin Donald (1991)
- *The Superorganism: The Beauty, Elegance, and Strangeness of Insect Societies* by Bert Hölldobler and Edward O. Wilson (2009)
- *Your Inner Fish: A Journey into the 3.5-Billion-Year History of the Human Body* by Neil Shubin (2008)

Technology

- *Homo Deus: A Brief History of Tomorrow* by Yuval Noah Harari (2015)
- *The Innovators: How a Group of Hackers, Geniuses and Geeks Created the Digital Revolution* by Walter Isaacson (2014)
- *The Singularity Is Near: When Humans Transcend Biology* by Ray Kurzweil (2005)
- *This Is How They Tell Me the World Ends: The Cyberweapons Arms Race* by Nicole Perlroth (2021)

Business

- *Confronting Reality: Doing What Matters to Get Things Right* by Larry Bossidy and Ram Charan (2004)
- *Execution: The Discipline of Getting Things Done* by Larry Bossidy and Ram Charan (2002)
- *Executive Leadership: A Rational Approach* by Albert Ellis, PhD (1978)
- *How to Win Friends & Influence People* by Dale Carnegie (1936)
- *I Love Capitalism! An American Story* by Ken Langone (2018)
- *The Innovator's Dilemma* by Clayton M. Christensen (1997)
- *Return to the Little Kingdom: How Apple and Steve Jobs Changed the World* by Michael Moritz (2009)
- *Service Success! Lessons from a Leader on How to Turn around a*
- *Service Business* by Daniel Kaplan (1994)
- *The Titans of Takeover* by Robert Slater (1999)
- *Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers* by Tim Ferriss (2017)
- *You're in Charge, Now What?: The 8-Point Plan* by Thomas Neff and James Citrin (2007)
- *Winning Now, Winning Later: How Companies Can Win in the Short Term While Investing for the Long Term* by David M. Cote (2020)

Biographies

- *Andrew Carnegie* by David Nasaw (2006)
- *Big Deal: The Battle for Control of America's Leading Corporations* by Bruce Wasserstein (1998)
- *The House of Morgan: An American Banking Dynasty and the Rise of*
- *Modern Finance* by Ron Chernow (1990)
- *M&A Titans: The Pioneers Who Shaped Wall Street's Mergers and Acquisitions Industry* by Brett Cole (2008)
- *Philipp Brothers: The Rise and Fall of a Trading Giant 1901–1990* by Helmut Waszkis (1992)
- *Shoe Dog: A Memoir by the Creator of Nike* by Phil Knight (2016)
- *Titan: The Life of John D. Rockefeller* by Ron Chernow (1998)

Communication

- *The Elements of Style* by William Strunk Jr. and E. B. White (1918)
- *Get the Truth: Former CIA Officers Teach You How to Persuade*
- *Anyone to Tell All* by Philip Houston, Michael Floyd, and Susan Carnicero (2014)
- *Marina Abramović: The Artist Is Present* by Arthur Danto, Chrissie
- Iles, Nancy Spector, Jovana Stokić, Klaus Biesenbach, and Marina Abramović (2010)
- *Spy the Lie: Former CIA Officers Teach You How to Detect Deception* by Philip Houston, Michael Floyd, Susan Carnicero, and Don Tennant (2012)
- *Why Marriages Succeed or Fail: And How You Can Make Yours Last* by John Gottman, PhD (1994)