

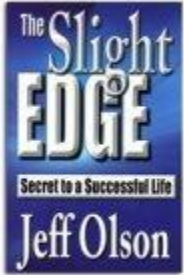


Black Flag Armory
Personal Development & Ongoing Training Library
2022

WHO WE THINK ITS FOR - EVERYONE

The Slight Edge

by Jeff Olson

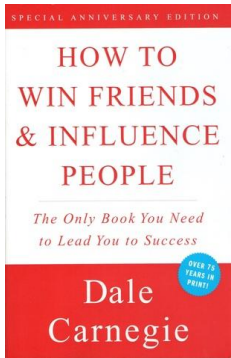


The Slight Edge is a way of thinking, a way of processing information that enables you to make the daily choices that will lead you to the success and happiness you desire. Learn why some people make dream after dream come true, while others just continue dreaming and spend their lives building dreams for someone else. It's not just another self-help motivation tool of methods you must learn in order to travel the path to success. It shows you how to create powerful results from the simple daily activities of your life, by using tools that are already within you. In this 8th anniversary edition you'll read not only the life-changing concepts of the original book, but also learn what author Jeff Olson discovered as he continued along the slight edge path: the Secret to Happiness and the Ripple Effect. This edition of The Slight Edge isn't just the story, but also how the story continues to create life-altering dynamics—how a way of thinking, a way of processing information, can impact daily choices that will lead you to the success and happiness you desire. The Slight Edge is "the key" that will make all the other how-to books and self-help information that you read, watch and hear actually work.

WHO WE THINK ITS FOR - EVERYONE

How to Win Friends and Influence People

by Dale Carnegie,



You can go after the job you want...and get it! You can take the job you have...and improve it! You can take any situation you're in...and make it work for you!

Since its release in 1936, *How to Win Friends and Influence People* has sold more than 15 million copies. Dale Carnegie's first book is a timeless bestseller, packed with rock-solid advice that has carried thousands of now famous people up the ladder of success in their business and personal lives.

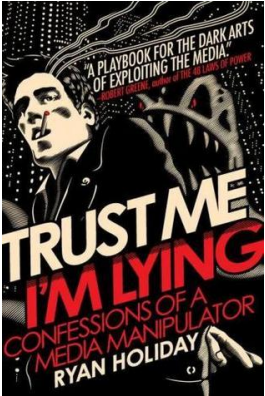
As relevant as ever before, Dale Carnegie's principles endure, and will help you achieve your maximum potential in the complex and competitive modern age.

Learn the six ways to make people like you, the twelve ways to win people to your way of thinking, and the nine ways to change people without arousing resentment.

WHO WE THINK IT'S FOR - Marketing

Trust Me, I'm Lying: Confessions of a Media Manipulator

by Ryan Holiday



You've seen it all before. A malicious online rumor costs a company millions. A political sideshow derails the national news cycle and destroys a candidate. Some product or celebrity zooms from total obscurity to viral sensation. What you don't know is that someone is responsible for all this. Usually, someone like me.

I'm a media manipulator. In a world where blogs control and distort the news, my job is to control blogs--as much as any one person can. In today's culture...

- 1) Blogs like "Gawker," "Buzzfeed" and the "Huffington Post" drive the media agenda.
- 2) Bloggers are slaves to money, technology, and deadlines.
- 3) Manipulators wield these levers to shape everything you read, see and watch--online and off.

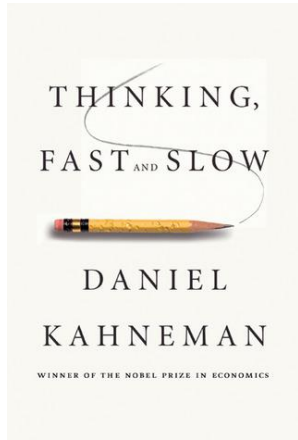
Why am I giving away these secrets? Because I'm tired of a world where blogs take indirect bribes, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. I'm pulling back the curtain because I don't want anyone else to get blindsided.

I'm going to explain exactly how the media "really" works. What you choose to do with this information is up to you.

WHO WE THINK IT'S FOR - Front End & Inventory

Thinking, Fast and Slow

by Daniel Kahneman



In the highly anticipated *Thinking, Fast and Slow*, Kahneman takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. Kahneman exposes the extraordinary capabilities—and also the faults and biases—of fast thinking, and reveals the pervasive influence of intuitive impressions on our thoughts and behavior. The impact of loss aversion and overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the challenges of properly framing risks at work and at home, the profound effect of cognitive biases on everything from playing the stock market to planning the next vacation—each of these can be understood only by knowing how the two systems work together to shape our judgments and decisions.

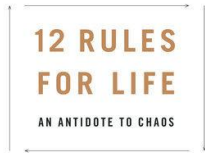
Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. *Thinking, Fast and Slow* will transform the way you think about thinking.

WHO WE THINK ITS FOR - Everyone

12 Rules for Life: An Antidote to Chaos

by Jordan B. Peterson,

JORDAN B.
PETERSON



"One of the most important thinkers to emerge on
the world stage for many years." THE ECONOMIST

FOREWORD BY NORMAN DOIDGE

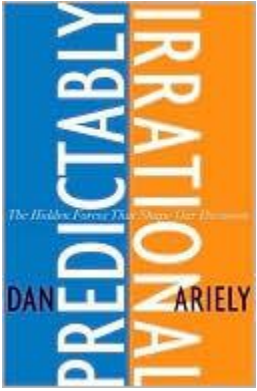
Humorous, surprising, and informative, Dr. Peterson tells us why skateboarding boys and girls must be left alone, what terrible fate awaits those who criticize too easily, and why you should always pet a cat when you meet one on the street.

What does the nervous system of the lowly lobster have to tell us about standing up straight (with our shoulders back) and about success in life? Why did ancient Egyptians worship the capacity to pay careful attention as the highest of gods? What dreadful paths do people tread when they become resentful, arrogant, and vengeful? Dr. Peterson journeys broadly, discussing discipline, freedom, adventure, and responsibility, distilling the world's wisdom into 12 practical and profound rules for life. *12 Rules for Life* shatters the modern commonplaces of science, faith, and human nature while transforming and ennobling the mind and spirit of its listeners.

WHO WE THINK ITS FOR - Front End & Inventory

Predictably Irrational: The Hidden Forces That Shape Our Decisions

by Dan Ariely



Why do our headaches persist after taking a one-cent aspirin but disappear when we take a 50-cent aspirin? Why does recalling the Ten Commandments reduce our tendency to lie, even when we couldn't possibly be caught? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? Why do we go back for second helpings at the unlimited buffet, even when our stomachs are already full? And how did we ever start spending \$4.15 on a cup of coffee when, just a few years ago, we used to pay less than a dollar? When it comes to making decisions in our lives, we think we're in control. We think we're making smart, rational choices. But are we?

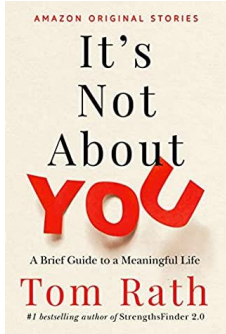
In a series of illuminating, often surprising experiments, MIT behavioral economist Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. Blending everyday experience with groundbreaking research, Ariely explains how expectations, emotions, social norms, and other invisible, seemingly illogical forces skew our reasoning abilities.

Not only do we make astonishingly simple mistakes every day, but we make the same "types" of mistakes, Ariely discovers. We consistently overpay, underestimate, and procrastinate. We fail to understand the profound effects of our emotions on what we want, and we overvalue what we already own. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable--making us "predictably" irrational. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, Ariely explains how to break through these systematic patterns of thought to make better decisions. "Predictably Irrational" will change the way we interact with the world--one small decision at a time.

WHO WE THINK ITS FOR - Management

It's Not About You: A Brief Guide to a Meaningful Life

by Tom Rath



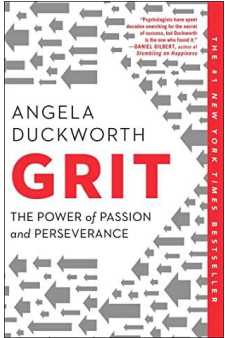
Life is not about you. It's about what you do for others. That's the realization that has driven Tom Rath—the mega-bestselling expert in self-development research—to evolve his focus from one's inward search for strength to the larger outward search for purposeful contribution to others. *It's Not About You* is a short introduction to the next chapter in the life and career of perhaps our greatest living self-help writer.

Diagnosed with a rare genetic condition at age sixteen, Tom's awareness of his own mortality drove him to pursue a meaningful life in the nurturing care of his family, including his eventual mentor and collaborator, Tom's grandfather Don Clifton. In this empowering hybrid of a self-help memoir, Tom remembers and celebrates his greatest teacher as he emphatically encourages each and every one of us to answer life's great question: What can *I* put into the world?

WHO WE THINK IT'S FOR - Everyone

Grit: The Power of Passion and Perseverance

by Angela Duckworth



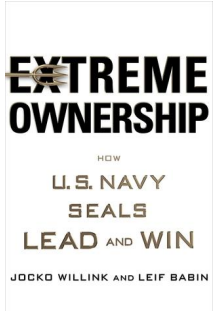
In this must-read book for anyone striving to succeed, pioneering psychologist Angela Duckworth shows parents, educators, students, and business people both seasoned and new that the secret to outstanding achievement is not talent but a focused persistence called grit.

Why do some people succeed and others fail? Sharing new insights from her landmark research on grit, Angela Duckworth explains why talent is hardly a guarantor of success. Rather, other factors can be even more crucial such as identifying our passions and following through on our commitments.

WHO WE THINK ITS FOR - Everyone

Extreme Ownership: How U.S. Navy SEALs Lead and Win

by Jocko Willink



Sent to the most violent battlefield in Iraq, Jocko Willink and Leif Babin's SEAL task unit faced a seemingly impossible mission: help U.S. forces secure Ramadi, a city deemed "all but lost." In gripping firsthand accounts of heroism, tragic loss, and hard-won victories in SEAL Team Three's Task Unit Bruiser, they learned that leadership—at every level—is the most important factor in whether a team succeeds or fails. Willink and Babin returned home from deployment and instituted SEAL leadership training that helped forge the next generation of SEAL leaders. After departing the SEAL Teams, they launched Echelon Front, a company that teaches these same leadership principles to businesses and organizations. From promising startups to Fortune 500 companies, Babin and Willink have helped scores of clients across a broad range of industries build their own high-performance teams and dominate their battlefields.

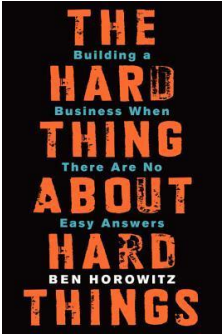
Now, detailing the mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat, *Extreme Ownership* shows how to apply them to any team, family or organization. Each chapter focuses on a specific topic such as Cover and Move, Decentralized Command, and Leading Up the Chain, explaining what they are, why they are important, and how to implement them in any leadership environment.

A compelling narrative with powerful instruction and direct application, *Extreme Ownership* revolutionizes business management and challenges leaders everywhere to fulfill their ultimate purpose: lead and win.

WHO WE THINK ITS FOR - Management

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

by Ben Horowitz



A lot of people talk about how great it is to start a business, but only Ben Horowitz is brutally honest about how hard it is to run one.

In *The Hard Thing About Hard Things*, Ben Horowitz, cofounder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs, draws on his own story of founding, running, selling, buying, managing, and investing in technology companies to offer essential advice and practical wisdom for navigating the toughest problems business schools don't cover. His blog has garnered a devoted following of millions of readers who have come to rely on him to help them run their businesses. A lifelong rap fan, Horowitz amplifies business lessons with lyrics from his favorite songs and tells it straight about everything from firing friends to poaching competitors, from cultivating and sustaining a CEO mentality to knowing the right time to cash in.

His advice is grounded in anecdotes from his own hard-earned rise—from cofounding the early cloud service provider Loudcloud to building the phenomenally successful Andreessen Horowitz venture capital firm, both with fellow tech superstar Marc Andreessen (inventor of Mosaic, the Internet's first popular Web browser). This is no polished victory lap; he analyzes issues with no easy answers through his trials, including

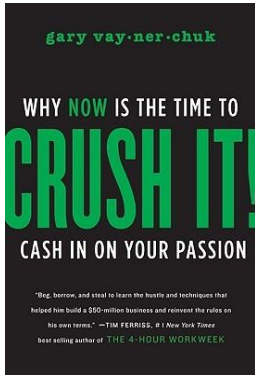
- demoting (or firing) a loyal friend;
- whether you should incorporate titles and promotions, and how to handle them;
- if it's OK to hire people from your friend's company;
- how to manage your own psychology, while the whole company is relying on you;
- what to do when smart people are bad employees;
- why Andreessen Horowitz prefers founder CEOs, and how to become one;
- whether you should sell your company, and how to do it.

Filled with Horowitz's trademark humor and straight talk, and drawing from his personal and often humbling experiences, *The Hard Thing About Hard Things* is invaluable for veteran entrepreneurs as well as those aspiring to their own new ventures.

WHO WE THINK ITS FOR - Management

Crush It!: Why Now Is the Time to Cash In on Your Passion

by Gary Vaynerchuk

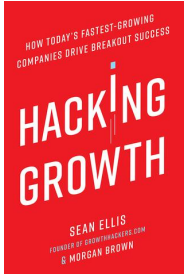


Do you have a hobby you wish you could indulge in all day? An obsession that keeps you up at night? Now is the perfect time to take that passion and make a living doing what you love. In *Crush It! Why NOW Is the Time to Cash In on Your Passion*, Gary Vaynerchuk shows you how to use the power of the Internet to turn your real interests into real businesses. Gary spent years building his family business from a local wine shop into a national industry leader. Then one day he turned on a video camera, and by using the secrets revealed here, transformed his entire life and earning potential by building his personal brand. By the end of this book, readers will have learned how to harness the power of the Internet to make their entrepreneurial dreams come true. Step by step, *Crush It!* is the ultimate driver's manual for modern business.

WHO WE THINK ITS FOR - Management

Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success

by Sean Ellis



It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs.

So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of GrowthHackers.com.

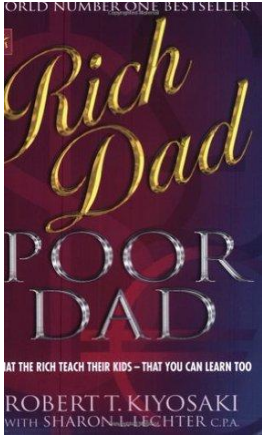
Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses *customers* attaining them, retaining them, engaging them, and motivating them to come back and buy more.

An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Personal Finance Recommendations

Rich Dad, Poor Dad

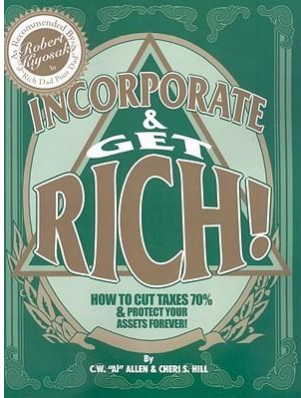
by Robert T. Kiyosaki,



Rich Dad Poor Dad is Robert's story of growing up with two dads — his real father and the father of his best friend, his "rich dad" — and the ways in which both men shaped his thoughts about money and investing. The book explodes the myth that you need to earn a high income to be rich and explains the difference between working for money and having your money work for you.

Incorporate & Get Rich!

by C.W. Allen, Cheri S. Hill



We wrote the book recommended by Robert Kiyosaki in Rich Dad Poor Dad. An exclusive from Sage International, Inc., this absolutely user-friendly manual is a complete home study course on establishing and effectively administering a corporation or limited-liability company. One of the biggest decisions you will ever make is to go into business for yourself. Whether you are opening an ice cream parlor, starting an internet based business, selling insurance, forming a down line, or investing in real estate, bottom line you are a business owner. Having a properly formed entity to serve as the foundation of your wealth building enterprise is essential. Without it, you will pay more in taxes and expose your hard-earned assets to creditor attacks, the courts, the IRS, and realistically anyone who is determined to serve you with a frivolous lawsuit. Sage International, Inc. has spent the last 16 years teaching individuals how to properly structure their business and personal assets to avoid The Three Flaming Arrows of Challenge: Liability Exposure, Income Taxes & Death Taxes. Make the commitment to learn how to protect and preserve your wealth today