

## Twitter Thread by Ben Meer



**Ben Meer**

@SystemSunday



**How to give yourself a personal MBA (in 6 months).**

**Read these books:**

Hi, I'm Ben.

I received an MBA from Cornell.

I've also read 300+ business books.

Trust me: You can get 90% of the knowledge from reading books

(and without spending \$150k).

So, I put together a 6-month personal MBA for you...





The 6-month curriculum is 12 books



(you'll read 2 books every month).

Subjects:

Strategy  
Entrepreneurship  
Accounting/Finance  
Personal Finance  
Marketing  
Operations  
Systems Thinking  
Public Speaking  
Negotiation  
Networking  
Leadership  
Productivity/Effectiveness

Here we go...

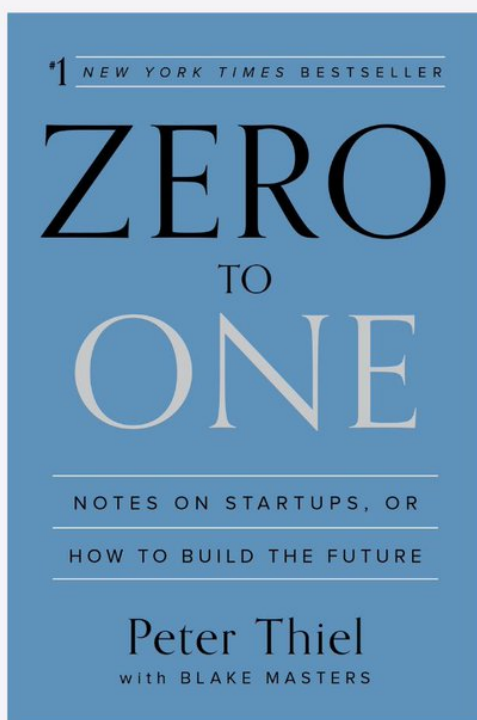
Zero to One

by Peter Thiel and Blake Masters

Subject: Strategy

Lessons:

- Escape competition
- Contrarian approaches create value
- Go from "0 to 1," not "from 1 to n"



**“What important truth  
do very few people  
agree with you on?”**

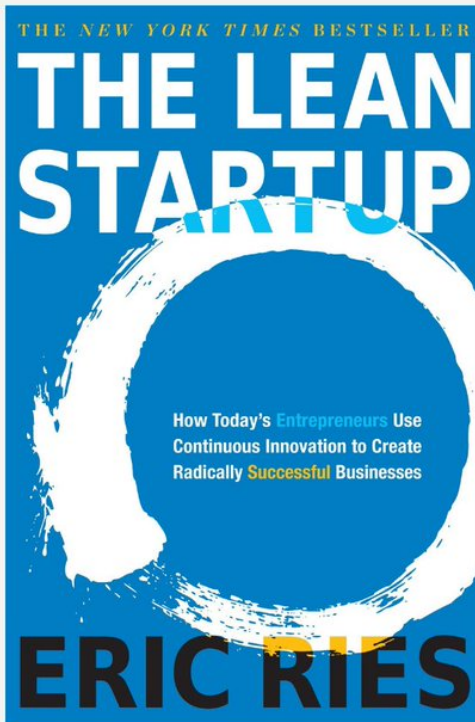
## The Lean Startup

by Eric Ries

Subject: Entrepreneurship

Lessons:

- Build minimum viable products
- When in doubt, simplify
- Win by getting feedback + learning fast



**“We must learn what customers really want, not what they say they want or what we think they should want.”**

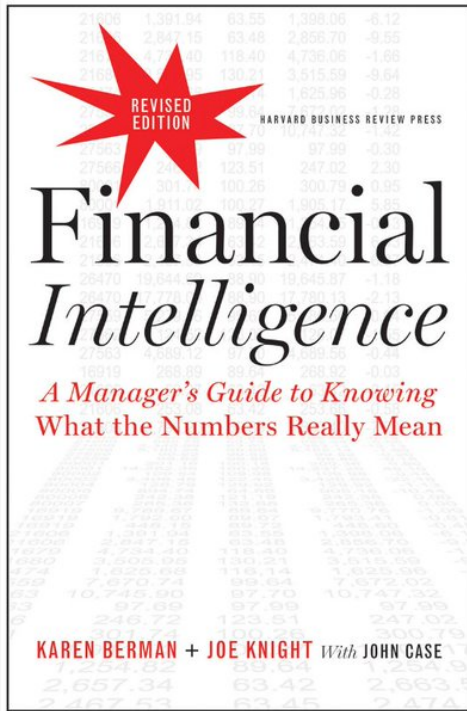
## Financial Intelligence

by Karen Berman, Joe Knight, John Case

Subject: Accounting/Finance

Lessons:

- Learn to read financial statements  
(Income, Balance Sheet, Cash Flow)
- Fund projects based on expected ROI



**“Profit  $\neq$  Cash  
(and you need both)”**

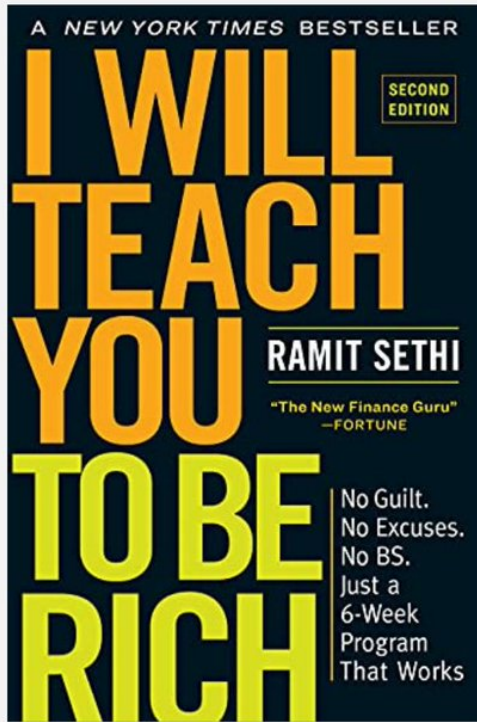
I Will Teach You to Be Rich

by Ramit Sethi

Subject: Personal Finance

Lessons:

- Get clear about your ‘Rich Life’
- Save and invest money before you ever see it
- Create an automated money system



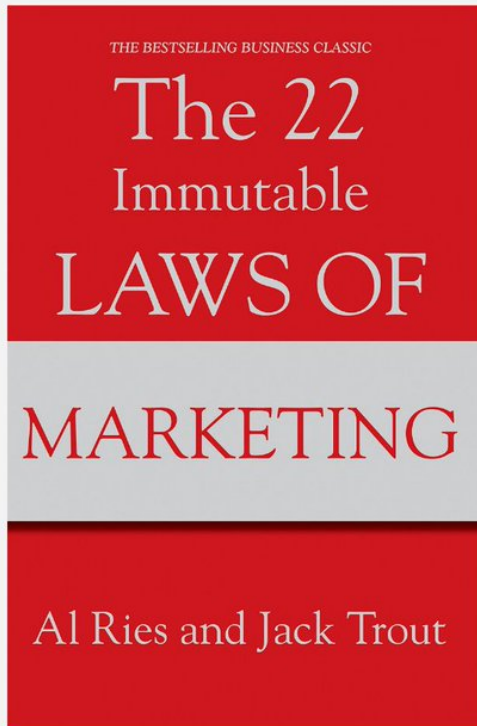
“Spend extravagantly on the things you love, and cut costs mercilessly on the things you don’t.”

The 22 Immutable Laws of Marketing  
by Al Ries

Subject: Marketing

Lessons:

- Perception is reality
- Own a word/category to boost brand
- Follow the 22 law checklist



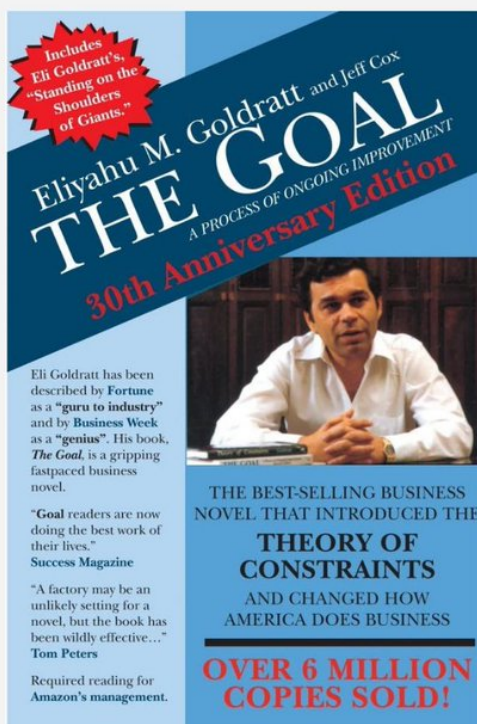
**“Marketing is a battle of perceptions, not products.”**

The Goal  
by Eliyahu M. Goldratt

Subject: Operations

Lessons:

- Identify and exploit bottlenecks
- Increase net profit + increase ROI + increase cash flow



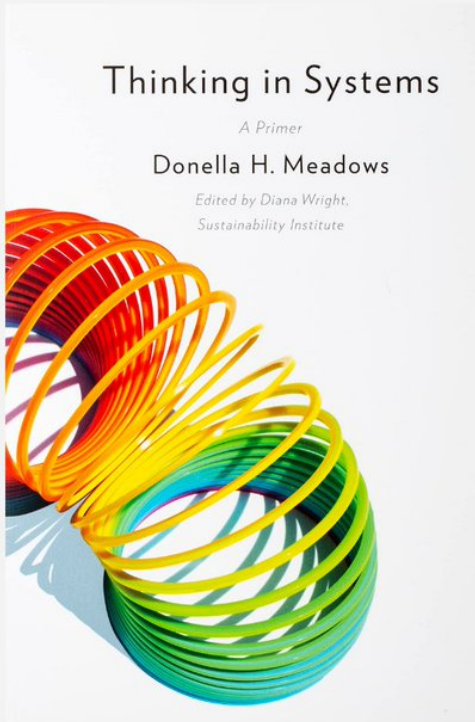
**“The capacity of the plant is equal to the capacity of its bottlenecks.”**

Thinking in Systems  
by Donella Meadows

Subject: Systems Thinking

Lessons:

- To change any system, focus on 12 points of leverage
- Purposes are deduced from behavior, not words
- Create feedback loops



**“A system must consist of three kinds of things: elements, inter-connections, and a function or purpose.”**

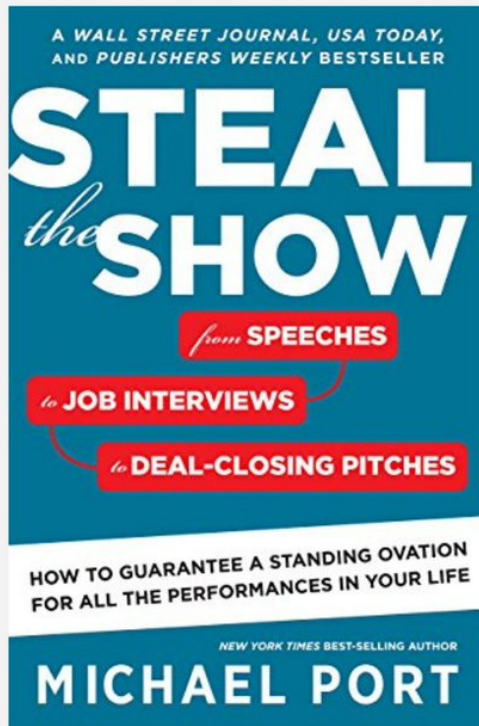
Steal the Show  
by Michael Port

Subject: Public Speaking

Lessons:

- Cut out filler words by practicing material
- Use pauses for impact
- Act “as if” to build confidence





“By raising the stakes,  
you adjust to being  
comfortable with  
discomfort.”

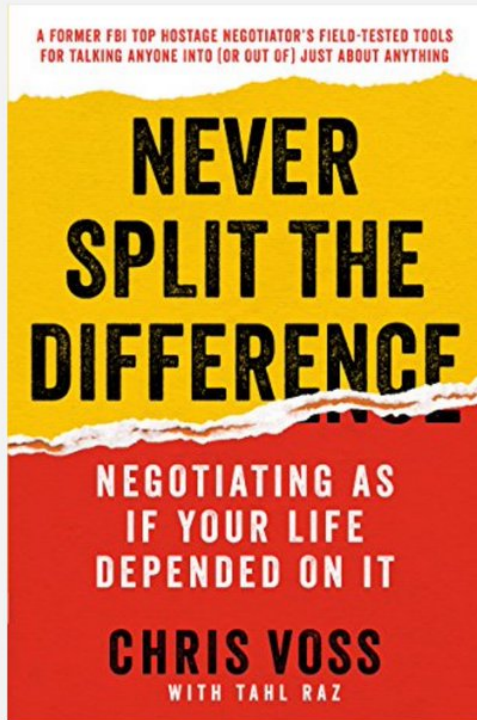
Never Split the Difference

by Chris Voss

Subject: Negotiation

Lessons:

- Prepare your best-alternative-option in advance
- Let your counterpart make the first offer
- Be prepared for extremes
- Ask open-ended questions



**“He who has learned to disagree without being disagreeable has discovered the most valuable secret of negotiation.”**

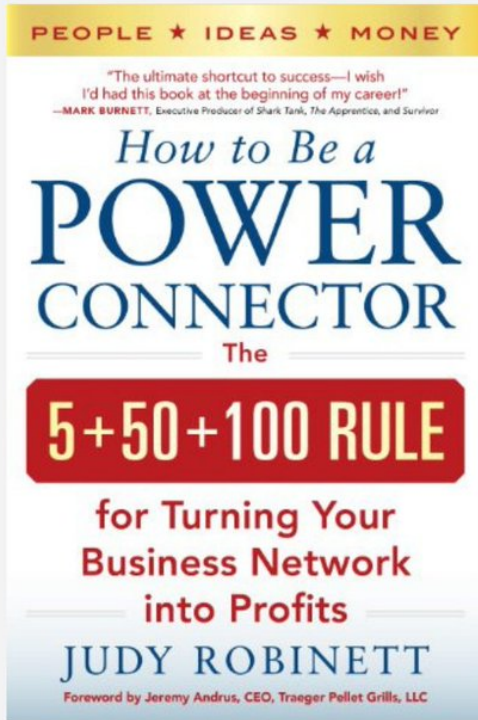
How to Be a Power Connector

by Judy Robinett

Subject: Networking

Lessons:

- Your network is your net worth
- Choose your environment wisely (find power centers)
- Build depth and diversity in your network
- Follow the 5+50+100 Rule



“Skill is fine, and genius is splendid, but the right contacts are more valuable than either.”

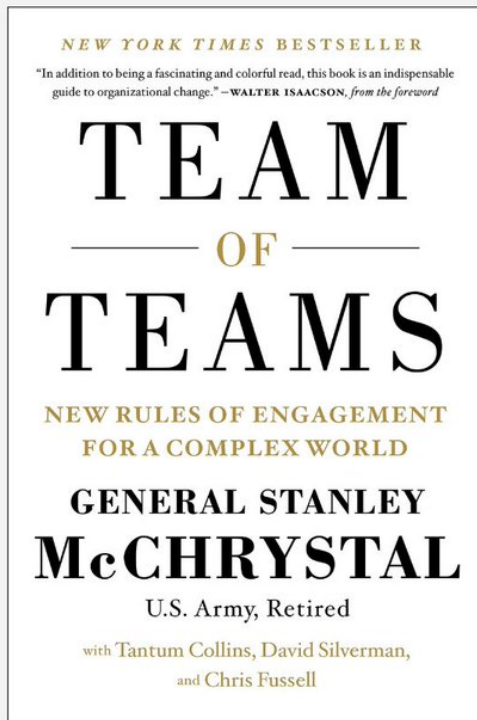
Teams of Teams

by General Stanley A. McChrystal

Subject: Leadership

Lessons:

- The world is complex and chaotic
- Resiliency and adaptability are crucial to success
- Leaders create more leaders, not followers



“Purpose affirms trust,  
trust affirms purpose,  
and together they  
forge individuals  
into a working team.”

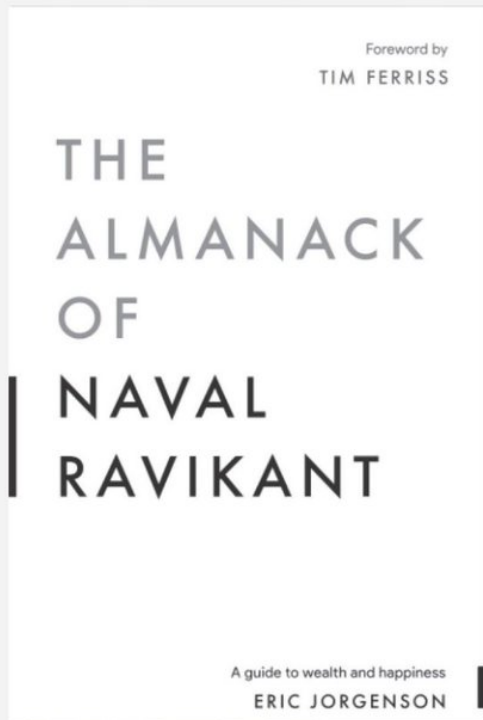
The Almanack of Naval Ravikant  
by Eric Jorgenson

Subject: Productivity and Effectiveness

Lessons:

- Money and happiness are skills
- Productize yourself
- A good reputation is invaluable
- Play long-term iterated games, compound your growth
- And much, much more...





**“No one can compete  
with you on being you.”**

That was a 6-month personal MBA.

All it takes to complete? Read 30 mins/day.

Follow me [@SystemSunday](#) for more posts on high-performance living.

P.S. If you like productivity, you'll love my weekly newsletter (it's free).

Every Sunday I feature the best systems for wealth, health, and free time.

Try it here:

<https://t.co/pjCfCFXONW>