

# FOR ISLAMIC FINANCE ENTREPRENEURS

**With the growth of Islamic finance we have the emergence of Islamic finance entrepreneurs. These are individuals and institutions starting up small and medium-sized enterprises to serve the growing needs of our burgeoning industry. This recommended reading list is for them.**

**Getting Real – The smarter, faster, easier way to build a successful web application**

**37signals (Chicago, 37signals, 18-Nov-2009)**

37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

**The Long Tail – Why the Future of Business is Selling Less of More**

**Chris Anderson (New York, Hyperion, 11-Jul-2006)**

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing



everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google.

### **The 4-Hour Workweek**

**Timothy Ferriss (Crown Archetype, December 15, 2009)**

This book is not about working 4 hours a week. This book is about removing pointless, time-wasting clutter from our lives. It also shows how to build scalable, low cost revenue streams that have maximum impact.

### **Free – The Future of a Radical Price**

**Chris Anderson (New York, Hyperion, 7-Jul-2009)**

In his revolutionary bestseller, *The Long Tail*, Chris Anderson demonstrated how the online marketplace creates niche markets, allowing products and consumers to connect in a way that has never been possible before. Now, in *Free*, he makes the compelling case that in many instances businesses can profit more from giving things away than they can by charging for them. Far more than a promotional gimmick, *Free* is a business strategy that may well be essential to a company's survival.

### **Purple Cow – Transform Your Business by Being Remarkable**

**Seth Godin (New York, Portfolio Hardcover, 12-Nov-2009)**

Godin showed that the traditional Ps that marketers had used for decades to get their products noticed—pricing, promotion, publicity, packaging, etc. – weren't working anymore. Marketers were ignoring the most important P of all: the Purple Cow. Cows, after you've seen one or two or ten, are boring. A Purple Cow, though...now that would be something. Godin defines a Purple Cow as anything phenomenal, counterintuitive, exciting...remarkable. Every day, consumers ignore a lot of brown cows, but you can bet they won't ignore a Purple Cow.

### **Permission Marketing – Turning Strangers Into Friends And Friends Into Customers**

**Seth Godin (New York, Simon & Schuster, 6-May-1999)**

The *man Business Week* calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing" – the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works.

### **Tribes – We Need You to Lead Us**

**Seth Godin (New York, Portfolio Hardcover, 16-Oct-2008)**

A tribe is any group of people, large or small, who are connected to one another, a leader, and an idea. For millions of years, humans have been seeking out tribes, be they religious, ethnic, economic, political, or even musical (think of the Deadheads). It's our nature. Now the Internet has eliminated the barriers of geography, cost, and time. All those blogs and social networking sites are helping existing tribes get bigger. But more important, they're enabling countless new tribes to be

born. Groups of ten or ten thousand or ten million who care about their iPhones, or a political campaign, or a new way to fight global warming.

### **Blink – The Power of Thinking Without Thinking**

**Malcolm Gladwell (Boston, Back Bay Books, 3-Apr-2007)**

Blink is a book about how we think without thinking, about choices that seem to be made in an instant – in the blink of an eye – that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work – in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others?

### **Outliers – The Story of Success**

**Malcolm Gladwell (Boston, Back Bay Books, 7-Jun-2011)**

In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"--the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

### **The Tipping Point – How Little Things Can Make a Big Difference**

**Malcolm Gladwell (Boston, Back Bay Books, 7-Jan-2002)**

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas

### **The New Rules of Marketing & PR – How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly**

**David Meerman Scott (Manhattan, Wiley, 30-Aug-2011)**

This is the book every ambitious, forward-thinking, progressive marketer or publicist has at the front of their shelf. Business communication has changed over the recent years. Creative ad copy is no longer enough. The New Rules of Marketing and PR has brought thousands of marketers up to speed on the changing requirements of promoting products or services in the new digital age. This is a one-of-a-kind, pioneering guide, offering a step-by-step action plan for harnessing the power of the Internet to communicate with buyers directly, raise online visibility, and increase sales.

### **The Google Story – Inside the Hottest Business Media and Technology success of our time**

**David. A. Vise (New York, Delacorte Press, 15-Nov-2005)**

"Here is the story behind one of the most remarkable Internet successes of our time. Based on scrupulous research and extraordinary access to Google, the book takes you inside the creation and growth of a company whose name is a favorite brand and a standard verb recognized around the world. Its stock is worth more than General Motors' and Ford's combined, its staff eats for free in a

dining room that used to be run by the Grateful Dead's former chef, and its employees traverse the firm's colorful Silicon Valley campus on scooters and inline skates.

**Wikinomics – How Mass Collaboration Changes Everything**

**Don Tapscott, Antony D. Williams (New York, Portfolio Trade, 28-Sep-2010)**

This national bestseller reveals the nuances that drive Wikinomics, and share fascinating stories of how masses of people (both paid and volunteer) are now creating TV news stories, sequencing the human genome, remixing their favorite music, designing software, finding cures for diseases, editing school texts, inventing new cosmetics, and even building motorcycles.

**The Big Switch – Rewiring the World, from Edison to Google**

**Nicholas Carr (Manhattan, W. W. Norton & Company 19-Jan-2009)**

Building on the success of his industry-shaking *Does IT Matter?* Nicholas Carr returns with *The Big Switch*, a sweeping look at how a new computer revolution is reshaping business, society, and culture. Just as companies stopped generating their own power and plugged into the newly built electric grid some hundred years ago, today it's computing that's turning into a utility.

**Groundswell – Marketing in the Groundswell**

**Charlene Li, Josh Bernoff (Boston, Harvard Business School Press, 8-Jun-2009)**

The book includes three core chapters from the original bestseller that focus on market research, marketing, and spreading word-of-mouth among your best customers. Sure, you already know that customers are writing about your products on blogs or talking about your brand on Twitter and Facebook. Now, turn that interest into opportunity and profit.

**Crowdsourcing – Why the Power of the Crowd Is Driving the Future of Business**

**Jeffrey Howe (New York, Crown Business, 15-Sep-2009)**

Why does Procter & Gamble repeatedly call on enthusiastic amateurs to solve scientific and technical challenges? How can companies as diverse as iStockphoto and Threadless employ just a handful of people, yet generate millions of dollars in revenue every year? This book talks about how to leverage the experiences of the many using businesses run by the few.