

Fantasy Baseball for Smart People

How to Use Math and Psychology to Win at DFS

Buy the book on Amazon or as a PDF. The early reviews have been almost impossibly positive.

"This is a tremendous "book." Terrific (not terrible) advice that will help everyone WIN again – even the haters and losers!"

— President Donald Trump

"Probably my favorite book ever."

– Jesus

"Jonathan uses the latest data from daily fantasy sports, and beyond, to provide unique insights and actionable tips for every type of player. This book is completely fresh and maybe his best. It's Moneyball for DFS."

- CSURAM88, DraftKings \$1MM Champion

About

There's been a shift in the DFS industry; more than ever, top players are utilizing game theory, psychology, and advanced modeling to predict player performance and ownership in order to find an edge.

In <u>Fantasy Baseball for Smart People: How to Use Math and Psychology to Win at DFS</u>, you'll have access to all of the latest daily fantasy baseball data—performance analytics, ownership percentages, and more—as well as simple ways to implement the numbers and exploit public biases to make money.

You'll learn how to:

- Predict ownership (with brand new ownership percentages)
- Use new advanced batted ball data to find a huge untapped edge
- Exploit Vegas lines
- Benefit from others' mistakes

How to Use Math and Psychology to Win at DFS is your guide to competing with daily fantasy baseball's elite.

Table of Contents

Fantasy Baseball for Smart People How to Use Math and Psychology to Win at DFS

1 Intro (and My DFS Strategy)

An overview of my approach to daily fantasy sports and how to get the most from this book

- How to be contrarian in DFS tournaments
- Why randomness is your best friend
- Using a barbell-based approach to lineup construction
- Specific ways to create daily MLB lineups that benefit from randomness

2 Psyched Out: How to Overcome Biases in DFS

A rundown of various psychological biases that affect daily fantasy baseball players, including how you can overcome and exploit them

- How to overcome your own biases
- Why building models is so valuable
- How to create high-leverage lineups that exploit others' biases
- Actionable tips for thinking differently about building lineups

3 Going Deep: The Latest DFS Ownership and Value Data for Batters

All-new data—including advanced batted ball metrics and the latest ownership stats—to help you select the best batters and stacks

- Which stats predict batter value and ownership
- How to leverage the latest batted ball data for a massive edge
- When to use batters low in the batting order
- How to pick which teams to stack

4 Throwing Heat: The Latest DFS Ownership and Value Data for Pitchers

A mirror image of Chapter 3, but for pitchers

- Which stats predict pitcher value and ownership
- Using cutting-edge pitch data to improve pitcher selection
- How to really use the Vegas lines
- Leveraging differences between perceived and actual recent performance

5 Winning DFS Tournaments: Which Strategies Actually Work

The newest lineup data from <u>FantasyLabs</u> showing the percentile ranks of certain types of lineups—how often they finish in the top 1%, top 5%, and top 20% of DFS tournaments

When to use chalk batters

- The most underrated ballpark to stack
- How to find and exploit the biggest GPP inefficiencies
- The one player type you need to add to your MLB lineups

6 Bonus: Sample Analysis from FantasyLabs

Additional content to prepare you for this season on DraftKings and FanDuel

- When to use knuckleball pitchers
- Red Sox Team Preview
- Why batted ball distance matters
- How to find under-the-radar, cheap pitchers

Postface (with Glossary and Reading List)

Excerpt from Intro

"The world would be a better place if leaders did a lot more long-term thinking."
- Wilma Mankiller

I've written a lot of books. To the layperson, the 19th book in the *Fantasy Sports for Smart People* series probably seems pretty similar to the first 18. To the trained eye, however, the 19th book...also probably seems pretty similar to the first 18.

But it's not! I promise. Please keep reading. I swear you'll only mildly regret it.

In this one, you'll not only have access to all-new ownership percentages and batted ball data, but I'll also answer the question that's been plaguing the DFS community since about 2015: why does Bales keep writing these books?

As you might imagine, when you dominate book sales on a topic as broad and widely compelling as advanced DFS analytics, you become very rich very quickly solely from book royalties and women begin throwing themselves at you left and right. Girls love—love—when you tell them you work in fantasy sports, and they love it even more when you rattle off all the reasons you use exit velocity as a predictive tool for hitters. One added bonus there is you can calculate *their* exit velocity as they speed away from you right around the time they hear "fantasy sports."

LOL, women.

Outside of fame, another reason I write the books is because there are lots of long-term ancillary benefits outside of what you might expect. For one, people immediately think you're credible if you write a book. That might be the case for me now, but it wasn't when I created the first one. "Oh wow, you wrote a book? That's so cool." They never ask, "Is it any good?" It could be 50,000 words copied straight from the mind of your buddy Jimmy Wikipedia. Doesn't matter; you wrote a book.

The books are effectively marketing tools, too, especially when it comes to building a base of people who trust what you say. When I release my books, Barnes & Noble literally doubles their staff for the first few weeks just to make sure they're prepared to handle the onslaught of DFS players who storm their stores like new Jordans just dropped.

And I mentioned the women, right?

Even if you have no idea who I am, I'm confident I can exhibit enough understanding of DFS—or at least just provide you with some cool data that might help you—that you'll follow me and want to read other things I have to say.

And finally, I get to meet some sharp people who contact me through the books. Even though the topic is pretty niche, there are still lots of different people who read these things. And, as the title suggests, many of the readers are quite smart—entrepreneurs, hedge fund managers, business owners, writers, data scientists, and so on—and so hearing from you guys is pretty cool. Feel free to reach out on Twitter

(@BalesFootball) if you aren't super, super dumb. Even my DFS analytics platform FantasyLabs began because one of my co-founders cold-called me after reading one of the books.

Also, so did this guy.

Can you help me on fanduel?

I read an article about you, I just need to make some cash so I can get a vehicle. I have less than \$10 on FD and I could bet \$1 and win \$1500 enough to buy a decent used car, if you can help

Don't be like that guy. Everyone knows I can only guarantee a 750x ROI; I could never get to 1,500 and it would be misleading to suggest as much!

All of this adds up to the books being a long-term play—a foundation from which I can do all sorts of other things, each of which in turn has their own long-term sustainability.

I think you should approach daily fantasy sports in the same way: by taking a long view. What's going to help you win not just today, but weeks, months, years into the future? When you alter the period of time for which you're trying to achieve optimal results, what's "optimal" tends to change (in the same way reading a book is a horrible waste of time if you're trying to maximize, say, how much money you can make today, but one of the best investments you can make if you have the same goal over the next 10 years).

When you take the long view in DFS, you start to realize there's more value in things like building a model, managing your bankroll, identifying leaks in public psychology, reading this book (maybe), and so on. If you want to become a long-term winner, find edges that don't disappear in 24 hours.

Or, just email me and I can help you win enough to buy a decent used car—as long as you have \$2; I can't make magic happen without a bankroll.

About This Book

This book closely resembles my <u>latest daily fantasy football book</u> in the way it's structured, which is sort of a hybrid of psychology and DFS analytics/strategy. Here are the chapter concepts and what you can expect in each section.

- **1 Intro (and My DFS Strategy):** That's this chapter. The one you're reading right now. This sentence is part of it. And this one. It's really well-written and there's no filler at all. None. No really, every sentence is essential. After I get through this overview, I'll also dive a bit into my overarching DFS strategy.
- **2 Psyched Out:** Drawing from the work I did in my latest NFL book, I'll run through a variety of psychological biases, how they can affect you in daily fantasy baseball, and specific actions you can take to overcome them.
- **3 Going Deep:** This chapter will include the latest value and ownership stats for batters, as well as cutting-edge batted ball metrics. This is the first year I'm supplying this sort of data, and it's the nuts.
- 4 Throwing Heat: Like Chapter 3, but for pitchers

5 Winning DFS Tournaments: I'm most excited about this chapter, where I'll give you data on what's actually winning leagues at the lineup level, i.e. if you use a particular strategy, what are the actual odds you'll finish in the top 1%, top 5%, or top 20% of a GPP?

6 Bonus Analysis from FantasyLabs: Sample content from FantasyLabs

Postface (with Glossary and Reading List): A farewell, plus a glossary of DFS terms to which you can refer if I won't shut up about EV or chalk or being a donkey and you have no idea what that stuff means (and a list of books I like)

My Sites

I've been writing about and playing DFS for years. If you want to check out more of what I'm doing, visit one of my sites.

FantasyLabs.com

This is what I'm working on 95% of the time. FantasyLabs is a real-time DFS analytics and tools platform that allows you to build and backtest your own DFS models (or use pro models). Mark Cuban invested in FantasyLabs last year. Don't ask me to introduce you.

FantasyFootballDrafting.com

This is my personal store for my books, DFS packages, etc. If you want to purchase past books in this series, this would be a good place to do it.

RotoAcademy.com

Hosted at RotoGrinders, RotoAcademy is a marketplace for DFS educational courses.

JonathanBales.com

This is basically my blog—where I go to write about anything and everything on my mind. Some past posts:

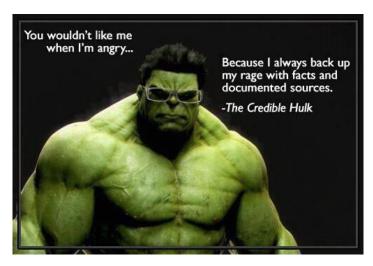
- Should You Work for Free?
- Why I Bet on Trump to Win \$75k
- Workout Prop Bets
- Is It Good to Have Life Balance?
- What It's Like to Party at the Playboy Mansion

Okay, let's get to the good stuff.

My Strategy

I don't have a lot of hot takes. I just never feel so confident I'm right that I can take a super hard stance on much. Is that a bad way for a non-fiction book—something you're reading basically for the sole purpose of learning things—to start? I don't know. I guess that's the theme of this book: I don't know.

Have you ever seen this meme?



That's basically me. The Credible Hulk, except with bigger traps. Upright rows, it's whatever.

Nowadays, hard stances are so common I wouldn't be surprised if people go to IHOP and order two eggs, bacon, toast, and a side of hot takes.

I'm sorry you paid money for this book.

Anyway, this chapter is going to be my version of hot takes (except not really because the opinions are mostly based off of past research...scorching hot!). However, whereas the rest of the book directly leverages data to tell a story, this short section will be a somewhat hodgepodge collection of thoughts I have on DFS.

The purpose is to sum up how I think about a variety of topics within daily fantasy sports, and to do it in a very quick, thorough way so those of you who've read past books don't need to do this all over again. The first section below is called "On Taking a Long View," which is an idea about which I could (and might) write an entire book, for example.

Here, I'm giving you the two-paragraph version of my thoughts on these matters—some of which I'll address later with data—which should help answer some of your questions that might arise. "Why should I care about these ownership percentages?" Well, this is why.

I hope you enjoy Fantasy Baseball for Smart People by Bruce Banner.

On Taking a Long View

Throughout this book, you'll listen to me ramble about the value in taking a longer view than others—thinking about what's optimal not just right now, but six months, a year, five years down the line. In my opinion, that's where all the EV lies. Everyone wants immediate gratification.

As it relates to DFS, putting in work to create evergreen processes—building algorithms, fine-tuning models, understanding long-term trends—will create the best foundation for long-term success.

On the Future of DFS

In taking a long view, we might consider the future of DFS. If we know where the game is headed, it's easier to plan for how we should allocate time so we can get there faster than others. In the same way it's sub-optimal for humans to be evolved for a time many years ago, you don't want to be the Neanderthal DFS player focused on the wrong things.

As it stands now, pretty much every one of the various daily fantasy sports are headed toward larger and larger GPPs and a more efficient cash-game ecosystem. The reason for that is because there's little game theory in cash games—they're fundamentally games of predicting on-field performance and generating value—and so everyone is trending in the same direction. The games might become slightly more inefficient for small stretches, but I'd bet a huge percentage of my net worth that the overall marketplace will be more efficient a year from today than it is right now.

Long story short, cash games are still beatable—especially in certain sports—but they're getting harder. Tournaments are also getting more difficult to beat, but at a slower rate. Further, whereas cash games are on a path toward being solved, GPPs aren't really on that same trajectory. At times, and for long stretches, tournaments can become more inefficient.

The fundamental difference between a head-to-head game and a large-field tournament, of course, is that what other people think and do has a monumental influence on optimal strategy in the latter, but not necessarily the former. Cash games are a race to finding an optimal value lineup; tournaments are a race to outsmarting other players and leveraging their weaknesses into profit.

While our strategies for identifying player value evolve, cash games are still essentially about competing with yourself. The optimal overarching approach doesn't change day to day, whereas GPPs are constantly evolving.

Due to this dynamic—since tournaments are so linked to predicting and exploiting public opinion and since that is always shifting—GPPs have more staying power than cash games. It's going to be very difficult to "solve" tournaments, especially when the "answer" changes all the time. The only solution that is everlasting is that our process needs to be self-correcting and adaptive to survive in the GPP landscape.

On Tournament Strategy and Getting Odds

If you've read one of my prior books, which many of you probably have, you already know a lot about my approach to tournaments. For that reason, I'm not going to go into quite as much detail about certain themes just because I don't want to feel like I'm not providing maximum value to repeat readers.

If you haven't read my past work, I'd be happy to share it with you. For money. Buy these books and you'll know more about how I think about tournaments.

Fantasy Baseball for Smart People: The Art (and Science) of Being Contrarian

Fantasy Football for Smart People: The Hidden Psychology of Winning DFS

In a nutshell, tournaments allow you to get "odds" on selecting certain players, and those odds come in the form of ownership percentages. If the Rockies are 35% owned as a team and the Cardinals are 5% owned, you're effectively getting 7-to-1 to take St. Louis (it's a little more complicated, but that's generally true).

Thus, there's a lot of value in finding inherent biases DFS players have when building lineups—many of which I'll analyze in the next chapter—and figuring out how to exploit them. These biases could be on the player level (underutilization of batted ball/pitch data), team level (underestimating the importance of weather), or lineup level (creating cash-esque lineups for GPPs). I'm going to analyze all three in this book.

The last category of mistakes—lineup-level errors—is what I believe to be the most prevalent in DFS. Even with players (at least superficially) understanding the importance of ownership, game theory, and contrarian play, we still see overconfidence in many situations. This is fundamentally related to uncertainty and volatility.

On Volatility

When we're talking about ownership, tournament "odds," and optimal GPP plays, volatility is one of the keys to unlocking the cheat codes for which we're all searching. The amount of variance in a sport dictates the confidence we can have in our predictions, which ultimately determines how much it makes sense to go against the grain and forgo value in favor of getting better odds.

At one end of the spectrum, you have a sport like basketball, which is highly predictable on a nightly basis. Due to a variety of factors—most notably that basketball is not an event-based sport and players' ranges of outcomes are very narrow because of it—it's very difficult to fade even ultra-high-ownership players when they're in really quality spots. In daily fantasy basketball, optimal cash lineups resemble optimal GPP lineups more so than any other sport, and the lack of volatility is an important factor in that.

Baseball is near the opposite end of the randomness spectrum. It's totally event-based—a two-foot change to fly ball distance can be the difference between an out and a home run—and thus highly unpredictable day to day.

Baseball is especially interesting to me for two reasons. One is that pitchers are far more consistent than batters, and should thus be treated differently. That batter/pitcher selection dynamic is really

intriguing. Second, baseball is extremely consistent over large samples because of the number of games played, and so sometimes DFS players put too much emphasis in certain statistics because, well, they do work if you extend the timeframe for which you're projecting. Baseball is really the ultimate analytics-driven sport, but we aren't the Moneyball-era Oakland A's trying to project players for an entire season.

What's interesting is that a sport's intrinsic volatility doesn't really affect cash game strategy. As an example, consider the Vegas lines. A team's implied run total can be wildly off day to day, for example, and yet it's extremely useful for cash games because it's still often the best bet; over the long run, the variance evens out and Vegas is usually pretty close.

In GPPs, though, that inconsistency is monumentally impactful. If DFS players are building tournament lineups based on the most likely things to happen—as they should with cash games—but ignoring the actual probabilities of those events occurring, there's going to be an inefficiency; we're going to get +EV "odds" somewhere.

Baseball is a sport that sets up so well for DFS tournaments because players treat it as though it's predictable—since it is in large samples—and thus display overconfidence in results.

Chapter 2 Excerpt

Confirmation bias

The tendency to search for, interpret, focus on and remember information in a way that confirms one's preconceptions

My first day of college is what you might describe as #notgood. I had to do those freshmen icebreaking activities. If hell exists and I end up becoming a resident, I imagine I'll be forced to take part in icebreaking activities for eternity. Just awkwardly lifting strangers through a tire swing for no apparent reason whatsoever, forever.

One of the outstanding icebreakers we had to do was sit in a circle so everyone could see you speak—already a nightmare—and take turns telling two truths and a lie. I'm sure you also played this at some point as a freshman or at a new job. Classic game, really puts you in the mood to get stuff accomplished right after you go into the bathroom and kill yourself.

So like half the people say their three sentences and everyone is guessing what's a lie and what's not, seemingly having an actual fun time, which put me in the worst mood. Like how are you guys enjoying this?

Then it's my turn. I'm nervous. I had like 10 minutes to think of what to say and I have nothing. Also, another relevant data point: I had a blonde mohawk at the time. I don't know if I thought that would be zany or help me talk to girls or what, but I'm sitting there trying to be a serious human being with a blonde mohawk. What a cool, wacky guy! So things are already not looking good for me. Then I speak:

"I have two half-brothers."

"My favorite food is pizza."

"I once strangled a man to death."

Silence. Deafening silence. Finally, nervous giggles. "Ha, you didn't kill a man; that's the lie obviously."

"Nope, I have three half-brothers."

This did not cause the roaring laughter I thought it might. Just silence, again, as a group of 20 stared at someone they all quietly thought might be a serial killer even before the game began, now absolutely certain he'd murdered before and will do it again.

I didn't make any friends from that freshmen year seminar. I did end up making out with one of the girls from that class—Sup Amanda? Can't believe you're married now. Hey why are you reading this, anyway?—but no friends.

And it was all due to confirmation bias; they just couldn't get over the fact that I had bad judgement with hair. There might have been some of the murdering thing sprinkled in there too, but I think it was mostly the hawk.

How to Overcome/Exploit It

The confirmation bias is difficult to overcome. Even when you're aware of it, it's challenging to not let your first impression shape how you analyze future data. Of course, building a model helps with this.

In terms of exploiting others, any time DFS players are put in a position to assess new information—players on different teams, for example—there will be susceptibility to the confirmation bias. If new evidence fits with preconceptions—even in the slightest—people will probably overreact to it. And when it doesn't, they'll be too slow to change.

One example of this is Coors Field last season. If you look at the data, stacking Coors was far worse than in past years, for a variety of reasons (raised fences, dramatic increase in player salaries, better pitching, and so on), yet DFS players still stacked Coors at ridiculous rates. As I'll show in the lineup analysis chapter, Coors actually ended up being a mediocre stadium in which to stack—mostly due to the high ownership percentages, which were the result of confirmation bias and an inability to quickly adjust to new data.

For the record, I'm not saying to fade Coors—just that it probably ain't what it used to be for DFS players. Maybe.

Chapter 5 Excerpt

Lineup Order

We know that a player's spot in the batting order is important. Very important. But is it okay to give up some of that value to move down in the order in GPPs if it helps differentiate your lineup? I sorted all lineups on DraftKings last year into buckets based on the average position of the batters used.

	Odds of Finishing Top X%					
Lineup Order Percentile	1%	5%	20%	50%		
<20	0.9%	4.6%	19.2%	49.1%		
21 to 40	1.0%	5.0%	19.9%	50.0%		
41 to 60	1.1%	5.3%	20.8%	50.4%		
61 to 80	1.1%	5.4%	20.7%	50.5%		
>80	1.0%	5.0%	20.2%	50.6%		
>90	0.9%	4.8%	20.1%	51.0%		
>95	0.8%	4.7%	20.0%	50.8%		

This is not surprising to me in the least, as emphasizing lineup order maximizes your chances of finishing in the top 50% (even in GPPs), but perhaps hurts your upside a bit. Note that I do not at all think you should be skipping over guys at the top of the order when you stack, but rather that you don't need to go 1-2-3-4-5 every time and, in certain spots (like stacking Coors), it can make some sense to drop down in the batting order to get exposure to the game.

I really do believe a lot of this data could be caused by a couple very common stacks: 1-2-3-4-5 and 1-2-3-4. Those are the two most common stack combinations on DraftKings, and it isn't close; last season, they were used over twice as much as any other specific four- or five-man stack. In any given night, the most likely stack is very likely to be 1-2-3-4-5 at Coors Field (or on the highest-projected team of the night).

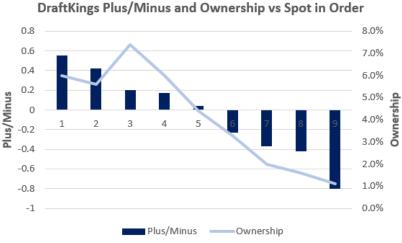
To show you should still be emphasizing lineup order in GPPs, take a look at the 10 stack combinations that cashed at the highest rate in DraftKings tournaments last season.

- 1, 2, 4, 6, P
- 1, 2, 3, 4, P
- 1, 3, 4, 5, 7, P
- 1, 2, 5, P
- 1, 2, 3, 5, P
- 1, 2, 4, P
- 1, 2, 3, 4, 6, P
- 2, 4, 6, P
- 1, 3, 4, 6, P
- 1, 2, 4, 5, 6, P

Here's the frequency of each spot in the order in these 10 combinations.

	Frequency			
1	9			
2	7			
3	2			
4	5			
5	4			
6	5			
7	1			
8	0			
9	0			
P	10			

This data is really interesting because it fits with the individual numbers from the chapter on batters. Remember this?



Plus/Minus

simple way to improve the actual win probability of your DFS lineups. Now let's talk about the elephant in the room: pitchers, who were in all 10 of the most successful stack combinations last season. Pairing a stack with the starting pitcher on the same team isn't an extremely common practice in DFS. Last year, of the top 160 most common stacking combinations, a

pitcher was included in exactly zero of them. None!

That led me to conclude that 1) No. 1 and 2 hitters are underrated, still, and 2) while you obviously shouldn't be blindly forgoing No. 3 hitters, it's probably the most overrated lineup position on

DraftKings. It's interesting that three of the top four stacking combinations last season did not include what's typically considered an essential spot in the batting order. Even though you're almost always giving up some point upside, I think using a 1-2-4-5-6 combination (and other similar variations) is a

I think the lack of stacks with a pitcher is probably related to the narrative that if an offense goes off and gets up to a big lead, a pitcher might let up a bit. That might be the case, but apparently the correlation between a stack performing well and a pitcher getting a win more than makes up for it. Last season, teams that scored at least seven runs won 88.1% of games, and those that registered double-digit runs won 96.0% of their contests.

Part of the reason stacking with a pitcher has been beneficial is likely due to its relative unpopularity, but even so, it's likely it will continue to be profitable this season.

Salary Cap

I recently went on a NASCAR DFS podcast. I literally cannot name five drivers in the league—is it called a league?—but I just started playing daily fantasy NASCAR, had some big cashes, and they asked me to come on to be what had to be the least informative guest in the history of podcasts.

I did ask a lot of questions to the host, though, one of which was related to the salary cap: because NASCAR is so volatile, is it smart to leave a lot of salary cap on the table? The answer was more or less yes.

Well, baseball is volatile too. Whereas it would be a disaster to consistently spend sub-\$49k on DraftKings NBA lineups, even in GPPs, that's not necessarily the case in MLB. Further, don't forget that stacking creates so much lineup overlap that leaving a bit of cap on the table might be a means of being contrarian.

Here's the data on success rates by the percentage of salary cap utilized.

		Lineup Percentile			
		Top 1 %	Top 5%	Top 20%	
	\$50,000	0.9%	4.8%	19.8%	
	\$49,800-\$49,900	1.0%	5.0%	20.1%	
	\$49,500-\$49,700	1.2%	5.4%	21.0%	
Salary	\$49,000-\$49,400	1.1%	5.3%	20.9%	
	\$48,000-\$48,900	1.2%	6.2%	22.7%	
	<\$48,000	0.9%	4.5%	18.4%	

This is interesting to me. Using the entire salary cap on DraftKings—which was done in one-third of GPP lineups last year—has returned below-average results. The numbers gradually improve as less cap is spent—up to a point.

So should you be spending the entire salary cap? In cash games, you should be close, typically. In GPPs, I think there's probably good reason to leave some cap on the table—especially in short slates or other times when there will be a lot of lineup overlap.

The numbers improve quite a bit in the \$48,000-\$48,900 range, but some of that could be a selection bias; many of those lineups were in shorter slates, and I imagine they could also have been created by above-average DFS players who understand they don't need to spend every last dollar.

In general, I believe you shouldn't spend 100% of the salary cap in GPPs, but be smart about it. In large slates if you know you're already acting in a contrarian way, it probably doesn't matter. In short slates, two of my favorite strategies to be contrarian are 1) not stacking and 2) leaving salary cap.

The End

I assume by now you've already purchased the book. Please go buy your second copy. I'll leave you with some books I like.

Rework by Jason Fried and David Heinemeier Hansson

Originals by Adam Grant and Sheryl Sandberg

The Signal and the Noise by Nate Silver

Anything by Nassim Nicholas Taleb

Superforecasting by Philip Tetlock and Dan Gardner

Anything by Michael Lewis

Pre-Suasion by Rob Cialdini

Anything from Friedrich Nietzsche

The Success Equation by Michael Mauboussin

Anything by **Dan Ariely**

All **Taoism**

Trading Bases by Joe Peta

The Medici Effect by Frans Johansson

Work Rules! by Laszlo Block

The Happiness Advantage by Shawn Archor

Zero to One by Peter Thiel

Everything from Paul Davies

Michio Kaku's Books

The Drunkard's Walk by Leonard Mlodinow

Stuff from Malcom Gladwell (David and Goliath, Outliers, The Tipping Point, Blink)

Great By Choice by Jim Collins

Total Recall by Arnold Schwarzenegger

Before the Beginning by Martin Rees

The 48 Laws of Power by Robert Greene

How to Think About Weird Things by Theodore Schick

Linchpin by Seth Godin

The One Thing by Gary Keller

Quiet by Susan Cain

Rock Breaks Scissors by Williams Poundstone

The Hidden Reality by Brian Greene

Nudge by Richard Thaler

Trust Me, I'm Lying by Ryan Holiday

Freakonomics by Steven Levitt and Stephen Dubner

Made to Stick by Chip Heath

Contagious by Jonah Berger

How to Win at the Sport of Business by Mark Cuban

Be Obsessed or Be Average by Grant Cardone

Drive by Daniel Pink

Algorithms to Live By by Brian Christian and Tom Griffiths

Misbehaving by Richard Thaler

Grit by Angela Duckworth

Deep Work by Cal Newport

Dueling with Kings by Dan Barbarisi

Tools of Titans by Tim Ferriss

"Everyone thinks of changing the world, but no one thinks of changing himself."
- Leo Tolstoy