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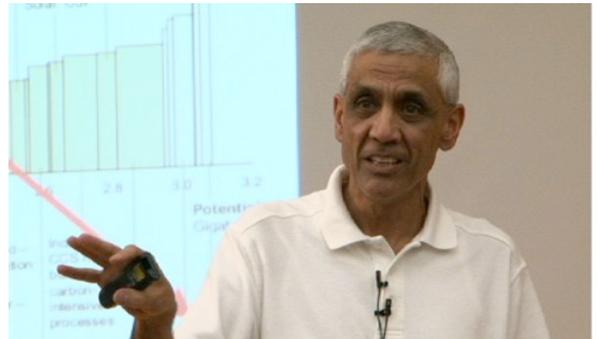
Book Recommendations for Entrepreneurs

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What should innovators and financiers be reading to round out their education? Vinod Khosla, founder of Khosla Ventures, shares favorites from his library, some of which wrangle with issues of social entrepreneurship. Titles include *The Black Swan*, *The Purple Cow*, *How to Change the World*, and *Banker to the Poor*.



Transcript

I'm going to take a few more minutes to talk about innovation. I have some recommended reading. For those of you who want to change the world with positive black swans, I highly recommend this book even though it's hard to read. To think differently this a fun read, "The Purple Cow". And for those of you who want to apply the same entrepreneurial energy to social causes, "How to Change the World" is about social entrepreneurship. A wonderful book, lots of great stories and entirely in the non-profit world. One of my personal heroes is "Banker to the Poor". And this is a great example. I first visited Professor Yunus in Bangladesh, I think it was in the late 90's, and looked at the model. And then we funded this small operation in India that I thought would be a great non-profit.

This little non-profit has now grown to the point where it is adding 300,000 new families a month to their - it's a microfinancial organization - to their base. That's what they added in September with all the credit crisis. 300,000 families, that's about a million and a half people a month. They're profitable, making money, and expanding their reach. Until recently, they were adding 60 new bank branches or village branches a month. And they were applying every good personnel training techniques out of McDonald's and Starbucks in making sure their loan officers could scale that rapidly. So no matter which area you're looking at, entrepreneurship and the power of ideas works.