WELCOME TO OUR

MONTHLY BOOK RECOMMENDATIONS

Suresh Balachandar

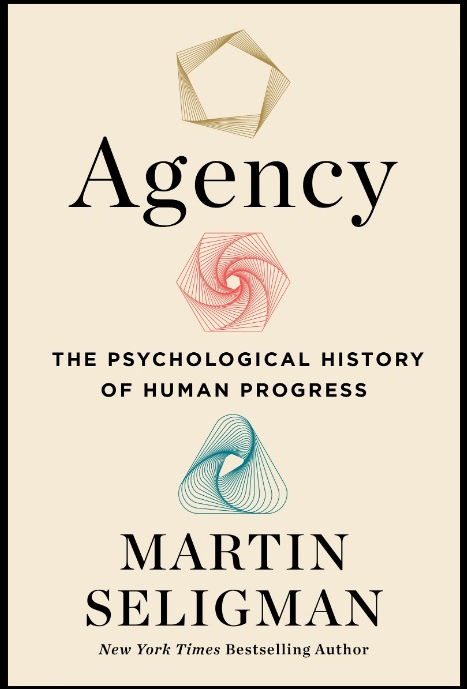
Your Business Coach with a Difference

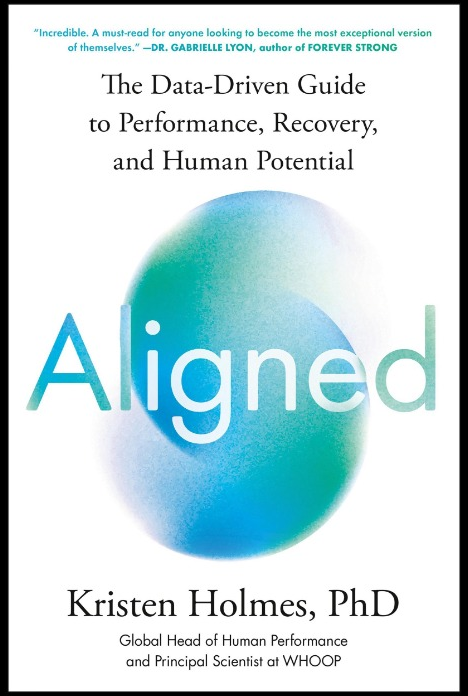

October
THE MONTH OF
2026
12 Books

01

AGENCY

This book explores why people move ahead in some ages and stall in others. It draws on sixty years of lab work and on word counts from old texts. The answer is agency, the belief that "I can reach my goals." Agency has three parts, which are the will to try, the hope to keep going, and the power to picture new things. Where this belief lives, progress soon follows. It is a great book.





02

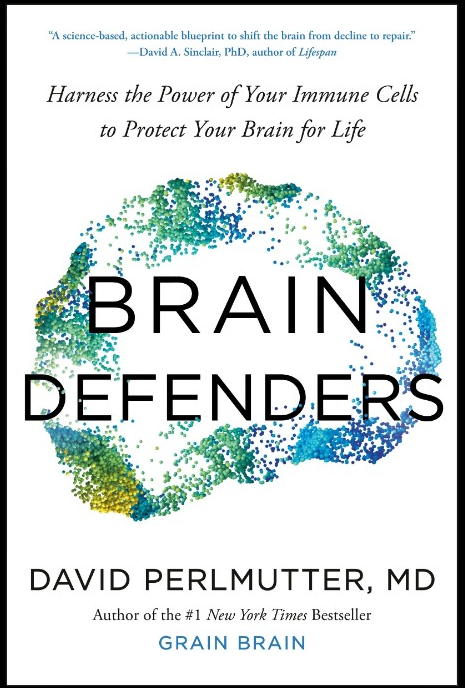
ALIGNED

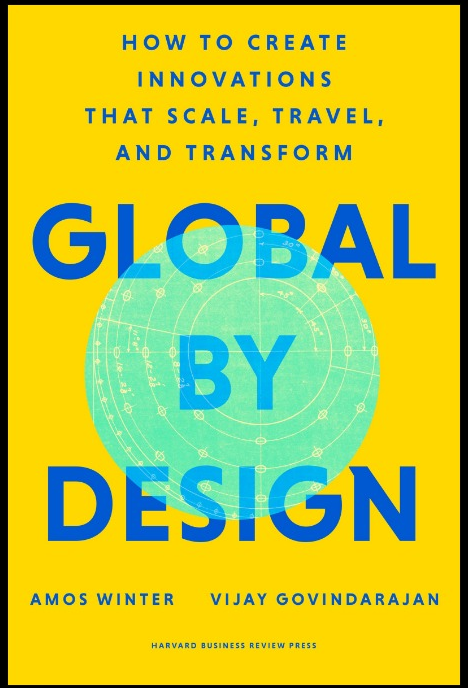
This book explores how we can do our best for years without burning out. It draws on coaching, sleep science and data from WHOOP bands. The key is alignment, which means your body, habits and values move in one rhythm. Your body runs on timing, not willpower. Steady sleep, morning light, smart training and real rest build a store of strength. That store lets you show up well each day. It is a wise book.

03

BRAIN DEFENDERS

This book explores why so many brains fail as people age. It draws on brain science, gut research and long years of work as a brain doctor. This book argues that most brain diseases share one root cause. The brain's own guard cells flip from healing to harming. Poor food, bad sleep, stress and toxins push them to flip. Daily choices can turn them back. The fate of your brain is not set in stone. It is a hopeful book.





04

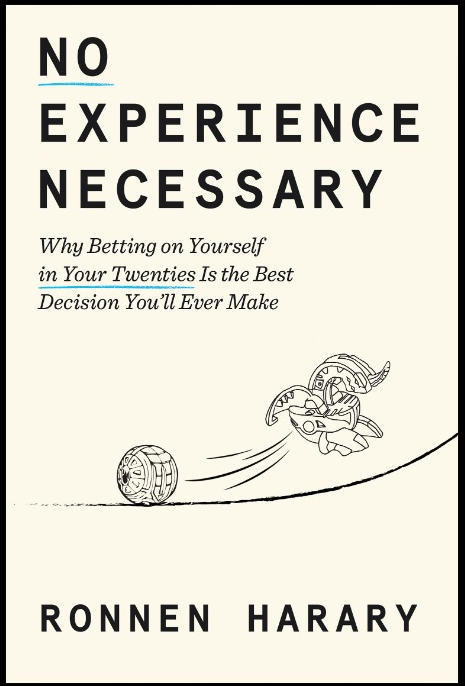
GLOBAL BY DESIGN

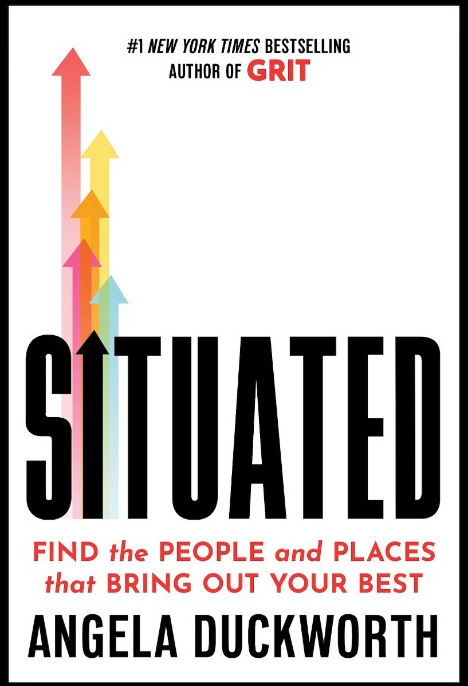
This book explores how to make products for the world's poorest buyers that can then sell all over the world. It draws on machine design, business and real cases from India and beyond. Poor buyers need goods that work almost as well as rich world goods, at a small part of the price. Cheap copies of old goods fail them. The key is to learn their true needs, do the math and design fresh. It is a useful book.

05

NO EXPERIENCE NECESSARY

This book explores why your twenties are the best time to start something of your own. It draws on the true story of three friends who turned a $10,000 grass head toy into a giant toy company. When you are young, you have little to lose and lots of time and energy. Waiting has a hidden cost, because you lose all the good that acting could bring. So it pays to bet on yourself now. It is a bold book.





06

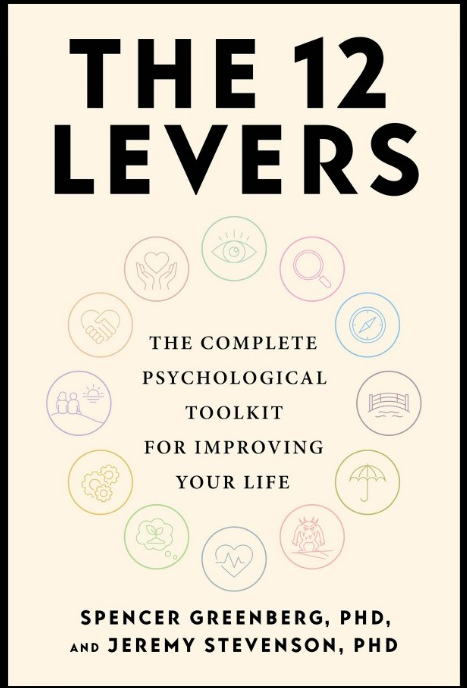
SITUATED

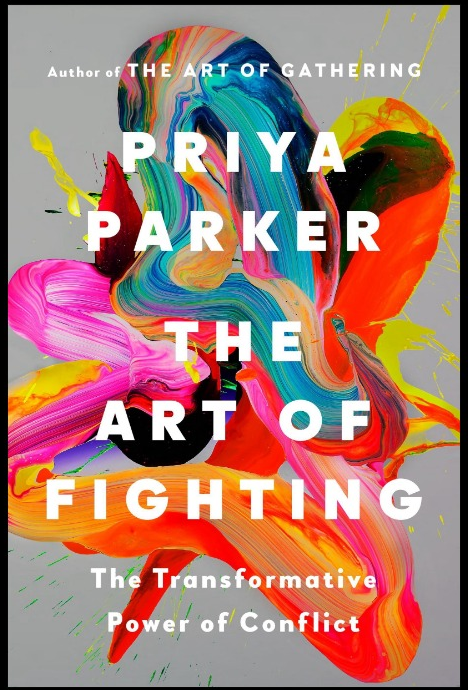
This book is the sequel to Grit, by the same author. It explores why hard work alone is not enough to bring out our best. It draws on years of research and on the author's own life. Grit matters, but the people and places around us shape how far our effort goes. Willpower is the weakest way to change. It works better to change your space, your peers, your mentors and your culture. It is a very wise book.

07

THE 12 LEVERS

This book explores the best tools that science has found to help us hurt less and live better. It draws on two years of work with 106 books and 23 kinds of therapy. All 459 tools they found fit into twelve big moves, called levers. The book shows how to face fears, calm thoughts, care for the body and live by your values. Reading is not enough, so readers must try the tools. It is a very useful book.





08

THE ART OF FIGHTING

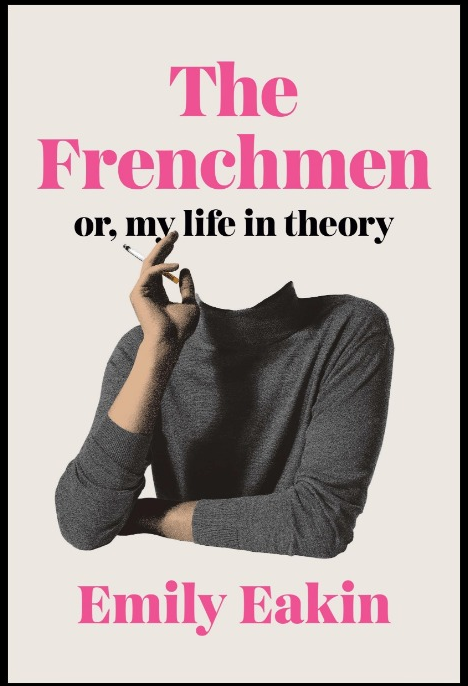
This book explores why groups need to fight in order to grow close and last. It draws on twenty years of guiding families, firms and causes through hard fights. Avoiding conflict leaves real needs buried and people lonely. Fights show what a group truly cares about. With care, curiosity and good design, a fight can heal a group or help it part well. Groups that learn to fight well grow stronger. It is a brave book.

09

THE CASE FOR QUITTING

This book explores why we hold on too long to jobs, goals and roles that no longer serve us. It draws on research, sports and the author's own life as a runner and journalist. Our culture praises those who never quit, but grit can become a trap. The real failure is to keep going on the wrong path. Knowing when and how to stop can set us free to start again. It is a freeing book.





10

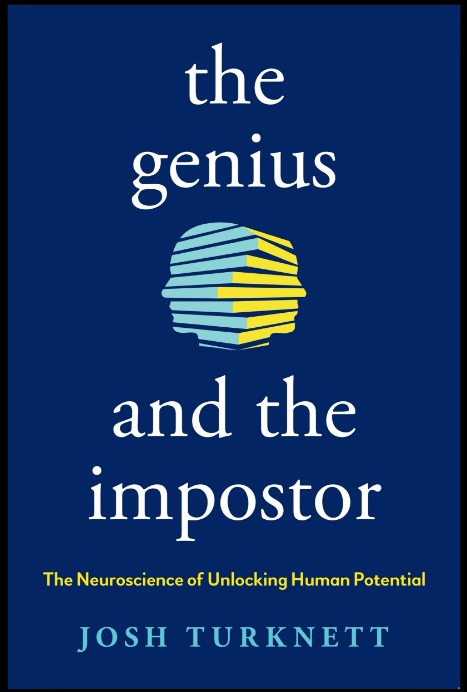
THE FRENCHMEN

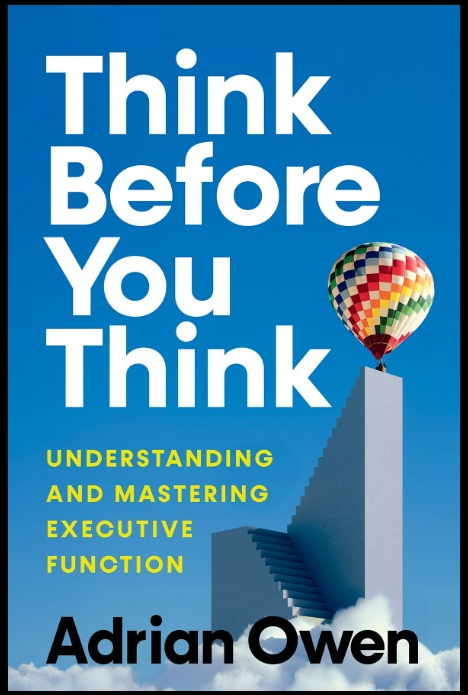
This book explores the lives of the men behind French theory. They taught that words shape our world and that what words mean is never fixed. It draws on history and on the author's own time in school with these ideas. The men built their ideas out of war, madness, secrets and even a killing. Today those ideas shape how we fight over truth. They can help us doubt power, or make truth a guess. It is a gripping book.

11

THE GENIUS AND THE IMPOSTOR

This book explores why many of us think we are not smart enough to learn. A brain doctor says each brain holds two forces. The Genius learns, and it built every skill we have. The Impostor is the voice in our head. He says we were born with set limits. Science shows that this story is false, and the brain keeps growing all our lives. With curiosity, practice and rest, we can learn almost anything. It is an uplifting book.





12

THINK BEFORE YOU THINK

This book explores executive functions. These are the brain's control tools, and they help us steer what we think and do. A top brain scientist shows that IQ tells us little. What matters are six skills, such as memory, planning, focus and calm. Brain games and quick fixes do little for them. The big gains come from how we choose to use our minds. The key is to pause and think about how we think. It is a practical book.

Suresh Balachandar

Boss Your Business with your coach with a Difference