

Jason Fried’s Top Business Read Leads Three Foundational Recommendations

Recommended Reading from Tech Founders

2026-06-27

Jason Fried’s Top Business Read Leads Three Foundational Recommendations

By Recommended Reading from Tech Founders • June 27, 2026

Three organic recommendations passed the filter: Jason Fried’s emphatic endorsement of Om Malik’s Brunello Cucinelli interview, Brian Armstrong’s citation of Milton Friedman’s *Free to Choose*, and Satya Nadella’s political-economy book recommendation. Each came with a concrete explanation of how it shaped the recommender’s thinking.

What passed the filter

Three recommendations cleared the authenticity filter today. The clearest signal was Jason Fried’s endorsement of Om Malik’s 2015 interview with Brunello Cucinelli, which he called the best thing to read on running a business [1]. Brian Armstrong and Satya Nadella added two more resources they tied directly to how they think about markets, capitalism, and political economy [2, 3].

Most compelling recommendation

Om Malik’s 2015 interview with Brunello Cucinelli

- **Title:** Interview with Brunello Cucinelli (2015) [1]
- **Content type:** Interview / article
- **Author/creator:** Om Malik [1]
- **Link/URL:** <https://om.co/2015/04/27/brunello-cucinelli-2/> [1]
- **Who recommended it:** Jason Fried [1]
- **Key takeaway:** Fried said it was his favorite thing Om Malik wrote and “the single best thing you can read on running a business” [1]
- **Why it matters:** This was the strongest recommendation in the set because Fried did not just praise the piece; he ranked it above any book or article on the subject and pointed readers to the exact link [1]

“the single best thing you can read on running a business. Better than any book, better than any article.” [1]

Two more worth saving

Free to Choose

- **Content type:** TV series / video series
- **Author/creator:** Milton Friedman [2]
- **Link/URL:** Not provided in the source notes; Armstrong said it is available on YouTube [2]
- **Who recommended it:** Brian Armstrong [2]
- **Key takeaway:** Armstrong said he was reading a lot of Friedman while founding Coinbase and singled out *Free to Choose* for its economics examples [2]
- **Why it matters:** It is a specific resource Armstrong connected to the thinking that influenced him at Coinbase’s founding [2]

“there’s like this great TV series from I think the 80s called free to choose... where he goes through a bunch of interesting economics examples.” [2]

Parallel Paths to Prosperity (title as Nadella recalled it)

- **Content type:** Book
- **Author/creator:** Joel Moriar and co-authors, as Nadella identified them [3]
- **Link/URL:** Not provided in the source notes
- **Who recommended it:** Satya Nadella [3]
- **Key takeaway:** Nadella said the book’s core lesson is that the West built a virtuous cycle among technological revolutions, markets, and democracy, with each checking the others [3]
- **Why it matters:** He brought the book up while discussing the political economy of AI, so the recommendation came with a concrete framework rather than a generic endorsement [3]

“the west in particular got three things into a virtuous cycle... technological revolutions and markets and democracy all both acting as a check on the other.” [3]

If you only save one

Save the Cucinelli interview first. Fried’s endorsement was unusually emphatic, and he was explicit that it is the best thing to read on running a business [1]

Sources

1. X post by @jasonfried
2. Brian Armstrong: “Capitalism Lifts Everyone Up”
3. Hard Fork Live: Watch the Full Show!