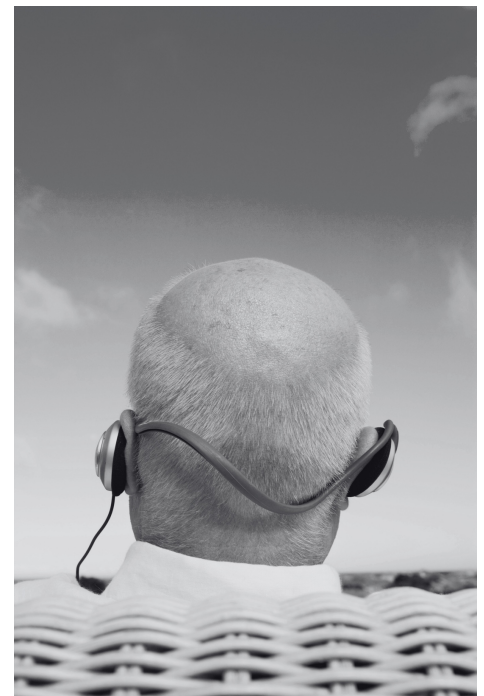




DECK THE HALLS & DOWNLOAD THIS PART TWO: BOOKS

Who has time to read anymore? Well, statistically, quite a few people. 2021 was a "banner year" for books, and now it's estimated that one in five Americans is an audiobook aficionado. Make it a point this season to use your down time to invest in yourself with these top reads.



#1 SCALE FOR SUCCESS BY JAN CAVALE

Not all of us entrepreneurs are cut out for international fame and fortune, but we still have a great idea to bring to the table. In this book, thirty successful—but not famous—entrepreneurs shed light on how to make it without venture capital or SPAC backing. If they can do it, why not you?

Standout Quote: "The choice of your first investor is always the most important."

#2 ATOMIC HABITS BY JAMES CLEAR

The foundation of any personal or professional win is in the details, the small, almost

insignificant moments. Clear breaks down healthy and unhealthy habits at this near-microscopic level, helping you focus your efforts on the building blocks that will get you where you want to go.

Standout Quote: "You should be far more concerned with your current trajectory than with your current results."

#3 FOUR THOUSAND WEEKS BY OLIVER BURKEMAN

From its very subtitle, this book takes no prisoners in its approach to mortality. If you're lucky, you get about four thousand weeks—that's it! But why shy away from that fact? Why overload ourselves because of never-ending FOMO? Burkeman introduces a holistic way of "embracing finitude" and making life richer because of it.

Standout Quote: "Any finite life — even the best one you could possibly imagine — is therefore a matter of ceaselessly waving goodbye to possibility."



#4 ANTHRO-VISION BY GILLIAN TETT

Anthropology: the class we all had to take in college, but barely remember, right? Tett gives us a refresher not only on the more interesting bits, but also how they can be applied to everyday creator-consumer relationships. Humans are humans, after all.

Standout Quote: "The best journalism is done when reporters have the space, time, training, and incentives to ask questions like 'What am I not seeing in these headlines?'"

#5 RESET BY JOHNNY C. TAYLOR JR.

Growth will happen in your venture when you reward innovation and risk-taking, especially when building the team around you. Taylor pushes business leaders to break their idea of the "right" teams or the "right" business models, and embrace a new level of diversity of ideas and experiences.

Standout Quote: "Upheaval brings about opportunities to rethink, reset, and restructure your organization."

#6 BE WHERE YOUR FEET ARE BY SCOTT O'NEILL

O'Neill knows a thing or two about success, and has stacked up quite a few impressive titles. However, in this new book he cautions the entrepreneur not to get too far ahead of themselves. Looking around the corner will drain you before you ever get there!

Standout Quote: "How you live is truly a choice."

