



## BOOKS, BOOKS, BOOKS, BOOKS

I mentioned in my last book related [blog post](#) that one of the things I have been doing to cope with the lockdown period and our 8 p.m. curfew here in Quebec has been to read more.

Most of my time for reading books is later at night after the kids go to bed or on the weekends when they are happily playing. Uninterrupted time is limited. Due to this, I have found it difficult to tackle anything that requires lengthy concentration or does not lend itself well to be put down repeatedly. I have moved some very interesting looking books back to the bullpen from the on deck circle.

I also mentioned that my interest in books tends to steer away from non-fiction and is more into business and the business biography genres. There won't be too many steamy romance novels. Consider yourself warned!

I received [Dear Shareholder - The Best Executive Letters - Lawrence Cunningham](#) as I was writing my last book blog and it was a great read with very good insights. I have read a lot of Cunningham's work indexing and drawing meaning out of the letters and essays of Warren Buffett, the corporate culture of Berkshire Hathaway and related topics. With Dear Shareholder, he expands this focus to some other great CEO/builders. He highlights the way these leaders think regarding management principals, business ideas and capital allocation using their own word. It is a very worthy read.

As a follow up, I read his [Quality Investing - Lawrence Cunningham et al](#) but it didn't cover much new ground.

I have also been interested in the life and career of John Malone so I ordered [The Cable Cowboy - John Malone and the Rise of the Modern Cable Business](#). John was one of the pioneers in the cable television industry who built his career and an empire developing an industry. There likely hasn't been an innovation in television that wasn't touched in some way by his hands. John was a serial acquirer who also helped shape the investing world by coining the term "EBITDA". He focused his and more importantly his lenders attention on cash flows rather than net income. His role in this emerging field reminds me a lot of the power that today's tech firms wield over today's economy.

[Trillion Dollar Coach - Eric Schmidt, Jonathan Rosenberg and Alan Eagle](#) was a refreshing change. Many leadership books that you read are about some management or leadership guru who has a trademarked process or that will always lead to results. It is so common that it is spoofed brilliantly in HBO's fantastic show "Silicon Valley" with Action Jack Barker's "Conjoined Triangles of Success" (This is a book blog but seriously check the show out!). These leadership guru's would then proceed to name drop several of the CEOs that they have worked with in one of their many leadership books.

Trillion Dollar Coach flips all that on its head. It is actually the famous leaders of the trillion dollar companies who are speaking of Bill Campbell, his impact on their lives, their careers and their businesses. They discuss his no nonsense, caring, relationship driven process that rebels against fitting people into a process. Bill was also an ex football coach succeeding at business' highest level. What's not to love?

[Good Strategy Bad Strategy - Richard Rumelt](#) Cut the Fluff! Asked about strategy the author states that many companies speak of their lofty mission statement or defining principals. This is not strategy, it's fluff. Strategy needs a kernel of a new Idea and tangible steps to make it happen. The book is filled with great examples and surprisingly makes a strategy book difficult to put down.

[The Psychology of Money- Morgan Housel](#) I found myself constantly amazed at the number and quality of thoughts and ideas I found in this short book. Twenty concise impactful chapters that hone in on ideas that should shape the way you view investing.

[Wild Company - The Untold Story of Banana Republic - Mel and Patricia Ziegler](#) Some people's vision and drive in business blazes clear cut path from A to B with the goal clearly in sight. For others, like hippy creative couple Mel and Patricia Ziegler from San Francisco the path takes a few turns. The couple took repurposed army surplus and elevated it enough to bootstrap themselves a very successful fashion business. The autobiography is a light read and a well told story with some twists, turns and maybe even a flood.

## On Deck

[The Hard Thing About Hard Things - Ben Horowitz](#)

[Greenlights - Matthew McConaughey](#)

[Atomic Habits - James Clear](#)

As always, please let me know your thoughts and comments or if there is a book that I should be reading.

Sincerely,

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