**Gift Book Suggestions**

**Companies & their Leaders**

**The Life Cycle of a CEO: the Myths and Truths of How Leaders Succeed** by Claudius Hildebrand and Robert J. Stark. 2024

A corporation’s success depends to a large part on its CEO. Based on an analysis of every 21st century CEO of S&P 500 companies, consultants Hildebrand and Stark divide the typical tenure of a CEO into five stages and document the patterns that work best. For CEOs, aspiring CEOs and investors seeking insight into a company’s top leadership.

**In the Company of Women: Inspiration and Advice from Over 100 Makers, Artists, and Entrepreneurs** by Grace Bonney 2016

Features interviews with creative women entrepreneurs around the world, each with an inspiring story of success. They relate their lessons learned, adversities overcome, sacrifices made, and rewards. Inspiring stories accompanied by beautiful photos.

**Shoe Dog:** **A Memoir by the Creator of Nike** by Phil Knight 2016

After receiving his M.BA Phil Knight borrowed $50 from his father to sell high-quality athletic shoes imported from Japan cheaply from the trunk of his car. A behind-the-scenes account of a classic business startup. It reads like an adventure story of young guys making their way through increasingly difficult challenges.

**Becoming Steve Jobs: the Evolution of a Reckless Upstart into a Visionary Leade**r by Brent Schendler and Rick Tetzeli 2016

Offers insight into how an arrogant reckless young man became a visionary leader. It is based on many interviews with those close to Jobs at the time and the memories of Brent Schendler, a writer at Fortune who had many encounters with Jobs. It presents a more sympathetic portrayal of Steve Jobs than most of his other biographies.

**The Waren Buffett Way** the 30th Anniversary Edition. By Robert Hagstrom 2024

A classic that covers Warren Buffett’s life influences with emphasis on his12 tenets of investing. First published in 1994, it has been updated every 10 years

**The Nvidia Way: Jensen Huang and the Making of a Tech Giant** by Tae Kim 2024

What is it like to work at Nvidia? Tae Kim, a writer at Barron’s, takes a deep dive into the company’s culture and history. Begun in 1993 as another graphics accelerator, he credits Jensen Huang, a founder and the longest-serving CEO in a volatile industry, for Nvidia’s explosive growth into the world’s most valuable company. Despite missteps during the early years, Jensen has created a flat organizational structure that encourages maximum employee independence while requiring both speed and excellence. Communication is direct. There is an ever-present sense of urgency. Corporate infighting is virtually nonexistent, and work days are long.

**The Money Trap: Lost Illusions Inside the Tech Bubble**  by Alok Sama 2024

Alok Sama was a banker at Morgan Stanley in 2014, when he took a job as Chief Financial Officer at SoftBank. He worked closely with its maverick CEO Mashoyoshi Son, the venture capitalist who has made and lost fortunes investing in such companies as Ali Baba, WeWork, Uber, Didi (the highly successful Chinese Uber), Wag (Uber for dogs) and Arm. A roller coaster ride through the world of high finance told in a witty, engaging manor.

**For Kids ages 8 – 10: True Book Money Series**

* **Spending Money: Budgets, Credit Cards, Scams… and much more** by Jessica Cohn
* **Making and Saving Money: Jobs, Taxes, Inflation … and much more** by Janet Liu
* **What Is Money: Jobs, Taxes, Inflation… and much more by** Alicia Green

**For Teens**

**How Teens Win: The Student’s Guide to Accomplishing Big Goals** by Jon Acuff: 2024

Bestselling author and popular speaker Jon Acuff partners with his teenage daughters to help teens discover their potential. They’re advised to look at their lives for clues to what they are good at and what is important to them.

**The Price You Pay for College: An Entirely New Road Map to the Biggest Decision Your Family Will Ever Make** by Ron Lieber 2022

The “Your Money” columnist for the New York Times looks at the value of a college education now that a degree can cost as much as $350,000. And why did college become so expensive? He reveals the particulars of the system most colleges now use for discounting and how to “save, borrow, and bargain for a better deal” and what are the things worth paying for? A must for high school students and their parents as they plan for the future.

**Advice**

**Right Kind of Wrong: the Science of Failing Well** by Amy C. Edmundson 2023

A Harvard business professor shows how to minimize unproductive failure while maximizing what we can learn from our missteps. While aimed at companies, the message is relevant to all aspects of life. Using real life examples she shows us how to replace shame and blame with curiosity, leading to success down the line.

**The Algebra of Wealth** by Scott Galloway:2024

In plain language you Professor Galloway shows how to set yourself up for a life to “make the best of your blessings”. First, build a strong character, with an emphasis on discipline. Then “follow your talent” rather than “follow your dreams”. Begin by cultivating stoicism and the ability to focus. Then there’s “the real currency” , time, where he includes inflation, interest, budgeting, debt, and planning. The final section, diversification, tackles investing. He is a popular professor at NYU’s Stern School of Business – also a serial entrepreneur, popular author, podcaster, and board member at several public companies.

**The Psychology of Money**: **Timeless Lessons on Wealth, Greed, and Happiness** by Morgan Housel 2020

Accumulating wealth has more to do with your mindset than your financial expertise. A fast-paced read, full of interesting narratives. It has been described as the first book any investor should read.

**Same As Ever: a Guide to What Never Changes** by Morgan Housel 2023

Housel’s newest bestseller advises us to look at what hasn’t changed over time and use that insight to make decisions about the future, changing hindsight into foresight.

**Slow Burn: The Hidden Costs of a Warming World by Jisung Park.** 2024

An exploration of the everyday implications of hotter temperatures presented in clear language by a University of Pennsylvania professor. He focuses on the cost of higher temperatures on productivity, health, education outcomes, and crime. He offers suggestions for local action.

**Some Finance Classics**

**Security Analysis: Principles and Techniques** 7th edition by Benjamin Graham 2023

The 7th edition of this classic is a tome any serious investor will want to own. First published in 1934, Benjamin Graham’s principles of value investing have remained relevant. This edition includes commentary from 15 well-respected investors explaining how the principles have informed their investing decisions as well as introduction by Warren Buffett.

**A Random Walk Down Wall Street**: the Best Investment Guide that Money Can Buy 13th edition by Burton Malkiel 2024

The 2024 update of a classic that belongs in everyone’s investment library, whether a novice or seasoned investor. Burton Malkiel, renowned economist, professor, CEO, and investor, compares stock prices to a drunk man’s walk home. He presents history of the stock market, technical and fundamental analysis, investment theories, practical tips and much more.

**The Essays of Warren Buffett**: **Lessons for Corporate America by** Warren Buffett, selected, arranged and introduced by Lawrence A. Cunningham 8th edition 2023

Warren Buffett is a better writer than many of his biographers, so this one stands out.