

# What I've Been Reading

A brisk ⚡ talk by Matt Swanson

# Mindset

It's okay to spend money on books, they are a cheap investment.

It's okay to read multiple books at once.

It's okay to not finish a book.

It's okay to not take notes or remember every word.

# Algorithms to Live By



The  
**COMPUTER SCIENCE**  
of  
**HUMAN DECISIONS**

Brian Christian and Tom Griffiths

# Algorithms to Live By

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Applying computer  
science to real-world  
problems

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Consider the distribution  
of a system when  
predicting

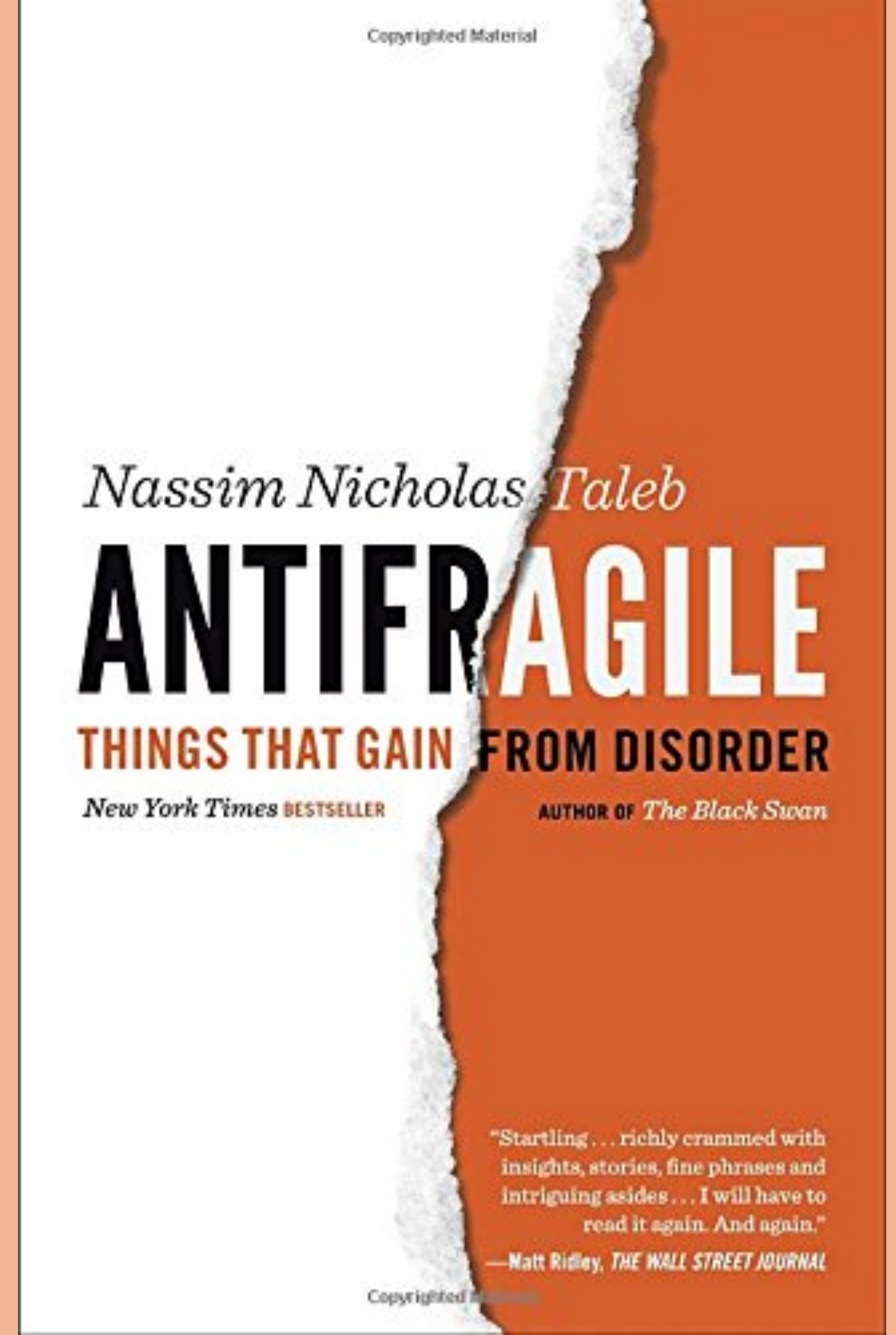
# Antifragile

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An investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don't understand

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Analysis of adaptable systems that gain from disorder





NEW YORK TIMES BESTSELLER

THE LEGACY OF BILL BELICHICK  
AND THE ART OF BUILDING  
THE PERFECT TEAM

# WAR ROOM

"War Room is going to take you into the inner world of pro football.  
I recommend it highly." —PETER KING, *SPORTS ILLUSTRATED*

**MICHAEL HOLLEY**  
AUTHOR OF *PATRIOT REIGN*

## War Room

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The art of building the perfect team

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Organizational alignment on metrics; find players with a realistic chance of being better than someone on the roster



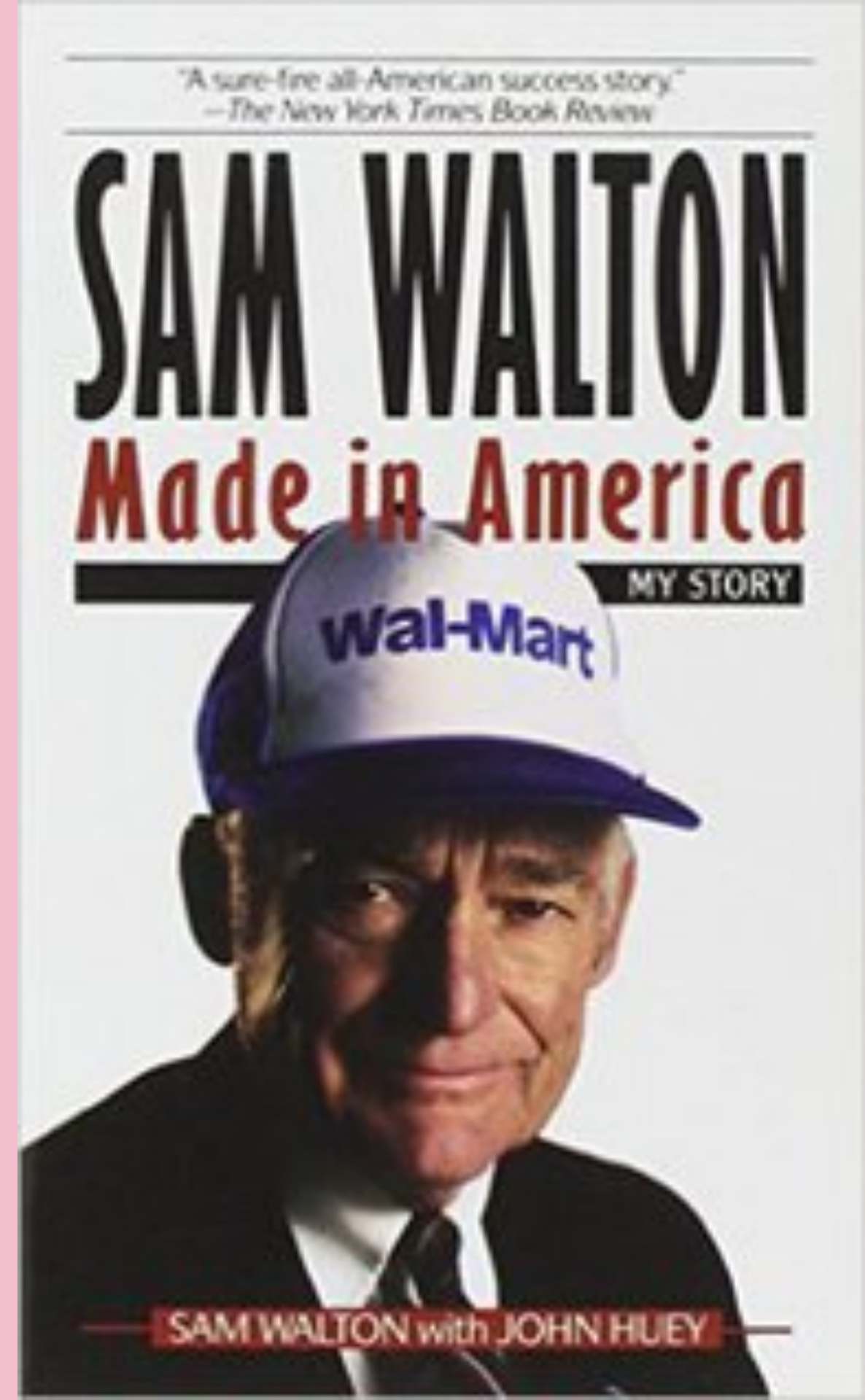
# Made in America

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Biography of Sam Walton,  
founder of WalMart

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Do things that don't  
scale; always seek to  
learn from competitors



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#1 *New York Times* Best-selling Author

MICHAEL  
LEWIS



THE  
UNDOING  
PROJECT

A Friendship that Changed Our Minds

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# The Undoing Project

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Biography of Kahnemann and Tversky's work on cognitive science

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Anchoring, the availability heuristic, loss aversion, and prospect theory

# When Coffee and Kale Compete

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The 'Jobs to be Done' book

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Mistake of physical characteristic personas; who do customers view as your competition; ignoring context will kill you





## **What's next?**

**Pre-Suasion** (Cialdini): framing discussions and priming to influence and persuade

**Story** (McKee): elements, structure, and principles of screenwriting (sales/marketing are story telling)

**HYPERGROWTH** (Cancel): customer-driven product development framework; the "Agile killer"

**Sapiens** (Harari): a brief history of humankind