Bill Gates

WHO IS THIS READER?

Bill Gates began his career as a computer programmer and helped to develop a user interface known as Windows. This changed computing around the world. Computers went from professional machines into every home enabling a revolution in word processing, documentation, spreadsheet, and other mediums. His technical contributions helped to pave the way for the advent of the internet's popularity and access. They also helped to make him the richest man in the world. He retired from his company, Microsoft, and is now making worldwide philanthropic efforts with his wife through the Bill & Melinda Gates Foundation.

READING STRATEGY

Mr. Gates has stated that he reads one to two hours each day. He never begins a book that he can't finish. He also takes copious notes while reading. He advises to block out reading time as other commitments can encroach if you do not give your reading habits the same respect that you would provide to a work training, conference, or family member. With this strategy he averages about 50 books per year. He predominantly prefers nonfiction in the subgenres of public health & disease, engineering, business, and science. He also attempts to incorporate some works of fiction each year. He keeps a blog called "Gates Notes" with over 150 book recommendations.

BOOK RECCOMENDATIONS				
TITLE & AUTHOR	Genre	Book Details		
On Immunity: An Inoculation by Eula Biss	Nanfistian	https://www.graywolfpress.org/books/imm		
Should We Eat Meat: Evolution and Consequences of Modern Carnivory by Vaclav Smil	Nonfiction Nonfiction	http://vaclavsmil.com/2013/05/04/should- we-eat-meat-evolution-and-consequences-		
How to Lie with Statistics by Darrell Huff	Nonfiction	http://books.wwnorton.com/books/How-to- Lie-with-Statistics/		
What If by Randall Munroe	Nonfiction	https://www.hmhco.com/shop/books/What- If/9780544272996		
Hyperbole and a Half: Unfortunate situations, flawed coping mechanisms, mayhem, and other things that happened By Allie Brosh	Nonfiction	http://www.simonandschuster.com/books/ Hyperbole-and-a-Half/Allie- Brosh/9781451666175		
The Magic of Reality: How we know what's really true by Richard Dawkins, Illustrated by Dave McKean	Nonfiction	http://www.simonandschuster.com/books/The-Magic-of-Reality/Richard-		

Oprah Winfrey

WHO IS THIS READER?

Oprah Winfrey is a self-made billionaire, actress, media mogul, and philanthropist who has used her career and fame to inspire positive change around the world. Her daytime talk show blossomed into her own magazine, network, and satellite radio station. She was the first black woman to host a nationally syndicated talk show. Throughout her work she has had the benefit of meeting and supporting a number of notable figures. She has received multiple accommodations of Emmy awards, Tony awards, and more for her work in television and film. Her humanitarian efforts have earned her numerous awards including a lifelong membership in the American Library Association (ALA), a Jean Hersholt Humanitarian Award, Spingarn Medal, and an NAACP Image Award.

READING STRATEGY

Mrs. Winfrey developed her daily reading habit in childhood. As an adult she would read five books a week. She began a book club in 1996 in which she invited viewers of her incredibly popular TV show to participate. While hardly the start of her reading practice, it held her accountable to critical and diverse reading habits. The book selections tend towards fiction novels but have included some nonfiction and poetry books as well. Her book recommendations can be found on the website oprah.com.

BOOK RECCOMENDATIONS				
TITLE & AUTHOR	Genre	Book Details		
One Hundred Years of Solitude by Gabriel Garcia Marquez		https://www.harpercollins.com/9780060883		
	Fiction	287/one-hundred-years-of-solitude		
An American Marriage by Tayari Jones		http://www.tayarijones.com/books/an-		
	Fiction	american-marriage/		
The Heart of a Woman by Maya Angelou		https://www.penguinrandomhouse.com/bo		
	Nonfiction	oks/3954/the-heart-of-a-woman-by-maya-		
Breath, Eyes, Memory by Edwidge Danticat		https://www.penguinrandomhouse.com/bo		
	Fiction	oks/36738/breath-eyes-memory-by-edwidge-		
Freedom by Jonathan Franzen		https://us.macmillan.com/books/978031257		
	Fiction	<u>6462</u>		
The Invention of Wings by Sue Monk Kidd		http://www.penguin.com/static/pages/featu		
	Fiction	res/sue_monk_kidd/		

Elon Musk

WHO IS THIS READER?

Elon Musk is famous for completing the first commercial rocket launch and inspiring the character of Tony Stark in the Iron Man movies. He is also an entrepreneur, investor, and engineer. He was a co-founder of Paypal and then became the CEO of Tesla where he was also responsible for product architecture. He is now running his own company called SpaceX. Originally from South Africa he has lived in Canada and the United States. He has made notable contributions as a pioneer for responsible and earth-friendly technology such as solar power. The combination of his inventive technology and business acumen is helping to progress important improvements across the globe.

READING STRATEGY

Mr. Musk suggests that he learned to build rockets from reading. He was an avid reader from childhood where he read a great deal of fantasy and science fiction. His reading strategy is to cultivate a list of books that inform a specific topic that he wants to know more about. He developed the skill of speed-reading so that he can read a lot very quickly. He also chooses to read aloud in order to keep focus on the words and make sure that his brain is processing the information.

BOOK RECCOMENDATIONS				
TITLE & AUTHOR	Genre	Book Details		
Merchants of Doubt: How a Handful of Scientists Obscured the Truth on Issues from Tobacco Smoke to Global Warming by Naomi Oreskes & Erik M. Conway	Nonfiction	https://www.bloomsbury.com/uk/merchant s-of-doubt-9781596916104/		
The Foundation Trilogy by Isaac Asimov	Fiction	http://www.foliosociety.com/book/FDT/foundation-trilogy		
Zero to One: Notes on Startups, Or How To Build The Future by Peter Thiel	Nonfiction	http://zerotoonebook.com/		
Einstein: His Life and Universe by Walter Isaacson	Nonfiction	http://www.simonandschuster.com/books/Einstein/Walter-Isaacson/9781501171383		
The Hitchhiker's Guide to the Galaxy by Douglas Adams	Fiction	https://www.penguinrandomhouse.com/bo		
Benjamin Franklin: An American Life by Walter Isaacson	Nonfiction	http://www.simonandschuster.com/books/		

Marissa Mayer

WHO IS THIS READER?

Marissa Mayer was the first female engineer at Google where she later became an executive. Her work revolutionized Google's search engine and helped to refine several of the products available from that media company. She then became the CEO and president of Yahoo media company. She was one of a small number of female Fortune 500 CEO's. After selling the company to Verizon, she is embarking on her own startup venture. Her background includes product development, engineering, computer programing, and corporate leadership. Those who know her praise her attention to detail and strong work ethic.

READING STRATEGY

Mrs. Mayer used literature to inform her governance and development. She actually created her own software to classify her reading list. The software used a database of book titles matched to categories so that the software would identify book suggestions based on topics. Renowned for working close to 130 hours a week (including at least one all-nighter) and living off less than 6 hours of sleep a night, her key to finding success for everything is a consistent routine based on careful prioritization. Reading for personal and professional development is considered part of her workday.

BOOK RECCOMENDATIONS				
TITLE & AUTHOR	Genre	Book Details		
The Design of Everyday Things by Donald A. Norman	Nonfiction	https://www.jnd.org/books.html		
Delivering Happiness by Tony Hsieh	Nonfiction	http://deliveringhappiness.com/book/		
Churchill by Paul Johnson		https://www.penguinrandomhouse.com/bo		
	Nonfiction	oks/305655/churchill-by-paul-		
The Charisma Myth: How Anyone Can Master the Art and Science of Personal		http://foxcabane.com/book/		
Magnetism by Olivia Fox Cabane	Nonfiction			