

FAVORITE BOOKS FOR CHIEF EXECUTIVE OFFICERS 2021

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MORE MONEY THAN GOD

Sebastian Mallaby

This book lays out what we all already suspected. Hedge funds operate primarily on the profitability and on the basis of insider collective intelligence directed towards political operations of the nation.

Nearly all examples of success point to transformative political actions redistributing intelligence and actionability across new modalities and technologies, and hedge fund operators simply match financial instruments to the lowest common denominator of new information communication axes.

Hedge funds by definition hedge by creating outcomes for financial stakeholders that are laggard on the political actions and incisive and market charging into markets that seize political power. It is to the detriment of the financial markets when hedge funds reach to further manipulate politics and markets. Nearly none of the hedge funds created persistence through multiple political climates.

Furthermore, the title of the book and the structure of the examples imply the existence of a God figure in the structure of American politics, beyond pure ideology, made by intelligence operations.

Simply put, this book offers top executives the opportunity to be part of the decoder ring that creates a more pluralistic, fair, democratic, inclusive, multifaith America without losing economy.

SPEED & SCALE

John Doerr

This book [of which I have read only 7%] dictates clear and concise strategies for surmounting the earlier failures of climate change from the energy community outside intelligence. The stakeholders included in the book have cleared mandates for transforming the axes of political economy beyond where the oil & gas and white Christian patriarchy have forced us to the brink of humanity calamity.

Embedded within these pages are an opportunity for executives to be part of the last, best hope of every nation of the world. Responsible executives will see the peaceful and profitable path forward.

THE STRUCTURE OF SCIENTIFIC REVOLUTIONS

Thomas Kuhn

While I have not yet read this book, the existence of this book, as a scientist, gives me great hope that stakeholders truly do want to understand how scientific revolutions as nature of human desire and ambition and platforms for truly greater change than any matrix of organizational realities can

manifest for society under directive control. Most scientists know this in their soul and their passion and so this book exists for those stakeholders for whom releasing political will appears insurmountable. It is the last, best hope of humanity to release the ingenuity of the human spirit.

THE BRITISH INDUSTRIAL REVOLUTION IN GLOBAL PERSPECTIVE

Robert Allen

This book, which I have not read in depth, is the companion to Thomas Kuhn's *The Structure of Scientific Revolutions*. Few historians would look back at the militarization and turmoil of the industrial revolution as a net benefit to American society at large even as its pathway led to our country becoming one of the most formidable in the history of nations. Through these two texts is a development of national and government priorities for securing our nation with true equity for all and a true economy of growth that touches all points of civil and human life. Knowing this can be possible is the indomitable spirit against which executive leaders can navigate for political change.

MYTHS TO LIVE BY

Joseph Campbell

This challenging text has consistently been one of my favorites to read because it is that rare text that wraps its arms around the continuity of human spirit across nations and finds common ground.

Only later did I learn that Joseph Campbell was a close friend and lifelong mentor to George Lucas.

This collaboration speaks volumes about the intrusion and opportunity of intelligence in media for the purpose of control; but instead I read from the text an entirely different interpretation: knowing the Department of Education was created on May 4th, 1980 gives me great hope that culture can be synonymous with education and that education can be easily digestible, entertaining, and international. My hunch is that tremendous work must be made to bridge that future to this today.

ALCHEMY OF US

Ainissa Ramirez

Spies are all around us, they always have been. Whether operating within an organization or as the special couriers to the Queen, deep networks of secrecy have been around since the dawn of time.

The lesson I take away from this is this: there is no way to properly understand the structure of our society, rules, laws, and convention today without drawing a long history of its iterative generation. Our opportunities and options today exist because of decisions made in the past, and may be far more deeply embedded in secrecy than knowledge of face value present day may be providing. To properly understand societal change today and politics, trusting in the reality of this perspective is a key asset undisclosed except in the intangible. This book makes that reality accessible to readers.

REALITY IS BROKEN

Jane McGonigal

Once we accept that secrecy shapes our public awareness, scaling up the power to technology companies and infinite information scale prompts a radical and uncomfortable revisiting of the public politics and political messaging of the twentieth and twenty-first century for the Internet.

Reality is Broken covers the upstarts and failures of virtual reality and virtualized reality, never quite drawing the distinction between the two, but provides enough details for readers between the lines to make their own conclusions about what needs to be changed while learning how to level-up their reading skills to become more intelligent readers in all texts. This book offers seasoned executives an opportunity to torchlight to rising executives to decompartmentalize their own understanding of one of the largest business economies of the last fifty years while doing so with the subject of focus being an industry which can provide the tools and structure to transform this education at scale.

THE TORCH AND THE FIREHOSE

Arthur Mattuck

This short booklet taught me everything I knew about teaching in a classroom and opened my eyes to the perspective of the student from more than my personal experience. It changed my career. Once I discovered that I could become a teacher successfully, by which I mean learning and failing productively, by learning a set of skills, I could not imagine not trying to be a physicist who could teach. Executives who master the art of mentoring firebrands and firehoses ignite societal scale.

ARGUING WITH ZOMBIES

Paul Krugman

The meatpacking industry had its villains because industrialization rushed production packaging beyond the good taste of moral and non-exploitative company ownership and capitalism, though this is in absolutely no way an indictment of capitalism: quite the contrary. The United States at this time rushed forward from a waning agricultural family-owned farm model to a stocks and capital finance model of corporate ownership mostly familiar to us today. It did so while flying blind, that is, with minimal transparency into pricing and weakly correlated stock market analytics, crippling the exchange of ownership authority between the political authorities and the financial capitalists. War broke out in international trade in the form of what was called a tariff war, with no or little foreign visibility into the lay of the land internationally, and progressive suffragettes spooked the alcohol abolitionists, cleaving the electorate domestically. Somewhere in there was a national pandemic.

Then the Great Depression happened when the country's financial system collapsed in on itself.

Kennedy would emerge only thirty years later to reorganize the country around an opposition to the strong covert intelligence and investigative arms of the nation built to influence the lay of the land.

By the time the Nineties emerged thirty years after that, the severe derelictions of intelligence that led to the original collapse of the nuclear security systems had been cleansed to support structures for Governor Bill Clinton and organized into the ushering in of computer-aided intelligence Internet.

Depending on what side of the secrecy you are on, the country is a lot easier to run when the real facts on the ground are aligned with the political messaging of the democratic consensus and the organization of the vast counterparties in macroeconomics and corporate business agendas. This is, broadly, what Paul Krugman is trying to do, and satisfactorily well to win a Nobel prize, and has continued to do for most of his career. This is a book about running the country from a bully pulpit.

What most executives will instantly recognize is that the cleaving of intelligence, by which I mean the ownership of secrets, which warp the what-is-said-in-public politics of the two party system, is thoroughly subjugating of the American public and mind-maddeningly terrible for running a country.

This paragraph is being written twenty five months into a global pandemic and a strange tariff war.

If this doesn't frighten you into learning everything you can about agriculture, what are you doing with your life? Bonds, collective intelligence markets, macroeconomics, megametro networks, tax and commodities, and real agricultural management breakthroughs of science and technology will be necessary to surmount what bad news bears might be peaking over the next horizon line.

This particular book by Paul Krugman is a series of his New York Times editorials during the rise of the Bush War on Terror and "third-rail" Social Security debates, with Paul Krugman calling out the bullshit and other play-it-as-it-lays fairway failures of the old conservative guard that either did not understand the new Internet personnel technology or chose to let it cripple a more inclusive world. The world will need a lot more Paul Krugmans, so put yourself in the library and chart new courses.

GENIUS MAKERS

Cade Metz

While I have not read this book yet in detail, I am familiar enough with some of the technology stakeholders and discussion that the book, to me, feels like the inversion of Reality Is Broken.

MONEYBALL

Michael Lewis

Moneyball is more than about baseball. It is about transformation of a way of mind by choosing broader definitions of value and reorganizing management about middle out and bottom up wins.

Managing an organization around better democratized models of collaborative competition shapes the entire organization through the pipelines and transforms the management of the farm teams.

HYPERSPECTRAL REMOTE SENSING OF VEGETATION

Prasad Thenkabail

This book serves two critical purposes for me. It is a beautifully researched scientific matrix of a functionally level-resetting, game-changing method of signals intelligence of plants and vegetation. To know hyperspectral means to know the power of light as more than a collection of colors, and to see chemistry that supports life and see physics supports our knowledge as independent thinkers. Being equipped with this knowledge allows us to infer gaps in the matrix of scientific revolutions, to invest in the equity of our agencies to support this development, and make entrepreneurial action.

Make no mistake: generations of scientists and thinkers have been telling the entrepreneurial and political economies about climate change, artificial intelligence, over-population, and refugee crises for decades, and their grassroots efforts have stalled because of political inaction and leadership cowardice to fully understand the science on the same level of change as information technologies.

Dr. Thenkabail and grassroots organizers that have survived the cold climate winter of ignorance will be powerful personnel for leadership through the headwinds of political solutions to climate change, and are every bit invested in the economies of the future as software engineers et cetera.

THE PREMONITION

Michael Lewis

I gifted this book to my brother (he grimaced, rightly so) with the inscription: “Joe, inside this book is a description of a matrix of government and civilian laboratories, that each serve a geographic and specific purpose to the pipeline of scientific technology in our country. To know this pipeline is to be seeing the future of our country before it arrives, and to understand how skills training set the pace for science to emerge into the future. Nearly no citizens are taught this pipeline structure that becomes instrumental in every decision politicians make in our investment of political capital and dollars in our government and security, but a simply memorization and awareness of these places, where they are and what they do, what type of problems they solve, and how they are funded, is enough to be an intuitive thinker about technology becoming reality in whatever field you enjoy.”

I take for granted that as a kid on the early internet I found a copy of Black Holes and Time Warps in my local library and, one hundred and twenty pages in, finally dawned on me that I had read the name The California Institute of Technology about a hundred and twenty times, and that as a high school junior exploring colleges I should perhaps check this institution out before I applied. It is a story about how opaque to the obvious we can be when the situational circumstances of our upbringing occluded our awareness of even basic premonitions of our own future successes in a large and vibrant world already filled with tremendous infrastructure for those who see and know how to use it. So much of success is learning to find resources that break our veils of unanticipated ignorance, and then accepting that the success of growth can be measured by very simple precepts of memorization across many cross-lateral infrastructures already operating in our world and society. In that way this book is the companion study to the Structure of Scientific Revolutions

and, more broadly, the birds-eye matrix of tools for understanding how deep diving scientists can go to the edge of the frontiers of our understanding and transform deep learning into deep impacts.

THE SUN AND HER FLOWERS

Rupi Kaur

I saw this book discussed on a podcast on YouTube and it is a collection of nice stories, some cute, some charming, some inviting, some not. I like reading about pretty, delicate sensibilities that hinge on the special relationship of the author to the written word, sometimes. But I am not its intended audience. Sometimes I like to wrap myself in a warm blanket and imagine how the intended audience sees the same world I see. I like to be transported into that emotional space and stay.

Ultimately, I would feel compelled to say something like: poetry is a medium for transporting and transmitting ourselves cross worlds, as though poetry imagines galaxies of stars but puts sense to them in constellations, and that for poetry to persist for generations is a true marvel of its authors.

But mostly I like to read about pretty, delicate things and allow vulnerability to reign, to remember that when the legacies of fated decay crumble it will be what we choose to love that mattered.

What we choose to love matters and this is why poetry persists across generations.

ZERO TO ONE

Peter Thiel & Blake Masters

This book truly is written by one of the masters. But rather than laud the work as the height of the Silicon Valley investor business model, my eyes see the book as an author desperately attempting to leak its secrets, wriggling out from the heavy weight of what Silicon Valley had become at the time the book was written. Think about it: the only reason an investor would yield its secrets is if either the investor needs to flow of capital to support existing endeavors at risk of drying up; or, if the investor has a change of heart and wishes to rebuke, recant, or, go to battle against the original strategy; or, if the investor wishes to be responsible to political changes which threaten the investor or the investor strategy; or, the investor strategy is obsolete. I like to believe that some investors go out of their way into the grassroots to train new network leaders of investment, I really do; but Peter Thiel does not strike anybody as so. So, the investor either suffered a catastrophic realization of the nature of Silicon Valley right around the time the investor went to war with Gawker, or the book responds to structural changes of opportunity in financial availability that requires insiders to pivot.

But that is not why to read the book: the book truly, and clearly, expertly so, lays out principals and insights, including thought experiments, that help the reader form critical analytic intuition into the nature of big unicorn portfolio management, and how to recognize when that intuition and insight needs its own self-correcting. It is a book for non-algebra nerds to learn what exponential means.

And believe me: unicorn herding and mastering the talent of exponential scale is not an intuition we develop through the course of life, in the way numbers and secrecy and speed and scale work. It takes a lot of work and pencil to paper with this book to really truly feel the power of the intuition that a successful portfolio has one discovered unicorn exit that pays for all the dozens of other very valuable, very worthwhile, very credible startups in the portfolio, and then learn how to discover them in a sea of founder pitches while working backwards from the flow of technology, verbiage, ways technology is newly transformed, products, and financial flows at the very investor tops. I could probably reread this book every six months and discover new insights and be better for it.

You should too.

THE COURAGE TO BE HAPPY

Fumitake Koga and Ichiro Kishimi

This is one of the best books on integrity and love I have ever read, and this is the kicker: the book was written by a social psychologist in a Socratic dialogue interpreting and modernizing a school of psychology that rebuked Freudian psychology; it was written in response to the breakdowns of the trust between separated camps of security personnel on the battlefields of the first World War.

Two things stand out to me about this book: setting boundaries demarcates responsibilities that we share in a relationship, but very few books distill how and why there is personal power and integrity in those boundaries, and even fewer books describe how love emerges from this shared integrity. It is a modern alternative to stoicism that beautifully captures the challenges between wanting to give from the emotions of love and wanting to respect the independence of your loving partner, all while writing from within a background of growth, wanting to do good, and wanting to help each other grow. The practice of its philosophy truly describes a sense of courage that leads to happiness.

THE PROMISED LAND

Barack Obama

The writing of Barack Obama is always a breath of fresh air to my lungs, a meditation of reflection of the thoughtful lived experience of one of the few people in the world who has been there: the big show, the Office, the kid with the big ears and funny sounding name who dark horsed to President.

I've come to accept through his writing that any person who achieves and thrives in this world can never entirely know what their own lived experience is in real time, and like most brushes with this stark structural limitation of the highest leaderships of this golden opportunity, I persistently look to gut check to his happiness and the happiness of his wife. Call it a mysticism of the spirit if you will, but somehow I have learned that defending the commitment to your wife before all commitments of politics, and *still succeeding*, is not built into the fabric inherent in our nation or our political Office.

For those reasons, Mr. Obama's words are a soothing salve to me, a meditation on a brilliance of mind that is raining over fresh pastures to find the right words to be the spiritual cleansing of water.

OPERATION MOONGLOW

Teasel E. Muir-Harmony

Media and sensationalism in politics, strangely, get a bad wrap, and Operation Moonglow is the fix. I was brightened by even the first pages of this book when I realized how crucial international and multimedia participation was for transforming Kennedy's vision of a peaceful decommissioning of old ballistic war technology into an industrial subsidization of economic growth called the Apollo Program. A more studious reading of this book, which I have not yet done, will probably connect the exact specific choices of Operation Moonglow to Star Wars and the first political actor-in-Chief.

In a day and age of the twenty-first century when media is presumed to be cynical, partisan, false, and divisive, there is something hopeful in returning to the first and primary sources when America rose to the occasion. We *can* be a nation that builds wonder instead of war if we can *find* our way.

For young or first-time executives or scruffy veterans alike, the reorientation to the true north stars of politics, big space industry, and sensationalism will take practice, practice, practice. Start here.

MISSION ECONOMY

Mariana Mazzucato

While I have not yet read this book, I recognize the perspective of the British national model for big entrepreneurship manifests itself differently than the United States national model, and also from the United States Silicon Valley model. This book begins to describe one set of erudite instructions.

Globalization has led to restructuring of financial flows across the world, and nations responded by believing that by replicating the Silicon Valley model internationally or diversely within the United States could solve problems of local economy and desires to be builders of homegrown grassroots.

This is more than a matter of smart people and money being told to build and it is only one of many political solutions to distributing innovation across the United States and the world. Because of that, a national and international consensus must be made as to what geographic structure of innovation the world chooses to build coherently during the rise of climate and artificial intelligence solutions.

This book appears to provide one articulated detailed perspective of how one economy can shift.

COMMAND AND CONTROL

Eric Schlosser

This well-researched book details the worst nightmares you suspected all along: the government and military management of the nuclear weapons era was a failure shitshow and mighty terrorism.

Up and down the chain of command, safety devices went unheeded, threat matrices were elevated by crass political opportunism instead of well-regarded diligence and peer-reviewed knowledge, the systems never operated as intended, and the retreat to Single Integrated Operational Program only worsened the problems and built an authoritarian out of intelligence and the Office of the President.

Pilots slept on runways while fuel-dripping bomb-saddled planes idled to get a minute jump on the commies. Far from being the golden age of nuclear power and administrative excellence: kaboom.

TRUE COMFORT

Kristin Cavallari

Food is Food. This is a collection of tasty food and newly flavorful, cozy recipes which are free of the curse of gluten and processed sugar. I like to say that climate change will transform the nature and availability of food supply chains, and that is true: it means that the flavor of food will change.

But I own and read this book because I like to be in the kitchen mixing ingredients to craft what tastes good for my guests and family, and fond memories found fun in bringing people to the table.

The book sits on my coffee table to remind me to start my morning with comfort, at whatever cost, and to not doubt my needs to need what I need to be creatures of comfort in my happy home. The book reminds me that millions of people need to be taught how to create comfort in their lives, and that food is the basis of social satisfaction and, some say, the way to a man's heart. Maybe it is.

The lessons of this book, like most of my cookbooks, are simple and drawn from Michael Pollan: "I've seen my students gain confidence, prioritize flavor, and learn to make better decisions in the kitchen, improving the quality of everything they cook." Prioritize flavor, gain confidence, be better.

Bonus: When in the future I start an international trend of sitting around a grill to share BBQ sauce knowledge, you will want to be prepared. Besides, wise up: you'd marry someone who can't cook?

TURN ON

Steven Goldstein

Warren Buffett orders Dairy Queen at Four Seasons and drinks Five Diet Cokes a day.

Want to know more?

WORLD TRAVEL

Anthony Bourdain

One of my favorite things to do in all of the world is to travel. I once wrote that I am a person who believes in cherishing my tribe and ritual customs more, not less, because the existence of a world

of other tribes implies precisely how important localized culture and custom is to us, universally. I like Anthony Bourdain because he was a realist, even though a pessimistic one, who cut through the layers of false identity we put between ourselves as an expectation of social protocol, and that gave him a sense of power and transparency that people were drawn to but, more importantly, allowed him to see more of the world than most do. He expressed this love and insight through food. Whether you learn to cook his meals or appreciate people for who they are, read his book.

ONE NIGHT WILDERNESS

Matt Heid

Executives are identified by their responsibilities, so nothing gives me more pleasure than breaking rules or disappearing into the wilderness. This is escapism at its finest, primal and free, because. It turns out that California law says that camping is legal anywhere in its vast wilderness so long as you are more than one half mile from a state highway: that's a lot of wilderness! So, back when I lived in the Bay Area I would stash my tent, boots, day pack, and this book in the back of my Mini Cooper just in case I wanted to dash off to a State Park or into the wilderness. It's pure freedom.

Plus, it is probably true that if you cannot disappear impromptu into the wilderness for a day, then you probably aren't the executive you think you are, and your company could be run better by more sharing of the administrative burden and leadership potential. Are you growing your employees?

THE THANK YOU PROJECT

David Kho

Be grateful, asshole. Nobody said you cannot mail your friends or advisors an impromptu letter of gratitude once every few months for all they have done for you, most of which you probably never even noticed, you lughead. Truth is, nearly nobody I ever met who was successful didn't have a small army of colleagues and wishful thinkers pulling dozens of small strings each month to make room and opportunity for their underlings, their little baby blackbirds, their baby yodas, even if they don't behave like mentors. It is the responsibility we grow to accept that under pressure makes us feel as though the world is entirely on our shoulders, and its lifting was our damn fantastic, so when you feel most powerful is probably when you should be dropping a twelve-pack of cards in the mail.

If you can explain to me how the USPS chooses its commemorative stamps, more power to you.

MEMOIR!

Sid Meyer

When nerds, and I use that term respectfully and admiringly, write enjoyable memoirs we all win. If you have read this list of my favorite books to this point you probably can imagine the significance of the originator of the first truly complex world building simulation that endured for thirty years. In Civilization 3, players structure research and develop across geographic and resource strata for a

purpose of sustainable manmade change and domination of the ecology and opposing empires. It is a thought provoking build-your-own-morality strategy game, and that was twenty plus years ago.

I'm sure the government and defense sectors never attempted any such efforts, Dr. Strangelove.

Sid Meyer is a fascinating writer with tremendous heart and mind, and writes from a perspective of a creator of wonderful and enjoyable ideas in a time of massive innovation for the purposes of joy. If you can be an entrepreneur one tenth as impactful and gifting of real wonder and delight to the world as Sid Meyer has been, you have accomplished more love than all the power in the world.

I'd long dreamed of taking a road trip while using this audiobook as a lesson of an example of the artificial intelligence future, one recognizing that civilization advancement will not only be present, but massively exponential, and the hiveminds of science and executives of government are already working on it. Should you be seeing its effects and evidence around you clear as the sunshine?

ONE MILLION FOLLOWERS

Brendan Kane

I suck at this. I have absolutely no idea why any person would submit themselves to the rigors and walls of celebrity, and yet I crave and admire it all the same. I don't know, maybe deep down I know that to rise in celebrity means to have accomplished the intellect and technocratic thinking of science with all its wonders folded into the social human animal within us, which is vastly cooler to me than building a computer program or good old fashioned theory of everything. Yes, deep down every executive should recognize that celebrity is a construction in which secret optimizations and recommendation engines pervade the substrate of virality and popularity, and that technocratically we should make a responsibility to know how those intelligence and technology substrates are and were made, as they are culture and popularity creators, which are proxies for respect and talent that are used by most unobserving people as rewarding and deserving of political power. Yes, if a few dozen social media companies exist built to conduit intelligence operations worldwide, and yes, if their recommendation, reach, and popularity algorithms were all tuned to perform intelligence functions, some of which may be secret or top secret, but more than ninety-nine percent of people use and perceive whatever collateral outcomes of virality which occur as not only just but definitive of what our society is and values, well, you should probably put down the tea and see the matrix.

Then, the real question is: does it fascinate or terrify you that some people figure out how to excel within this system without having any idea whatsoever why or how it exists? They just rose into it.

I specifically chose a non-academic book to provide the least editorializing on its own justification.

GRUNT & PACKING FOR MARS

Mary Roach

Liz Lemon dates the Beeper King of New York, who you might recognize as Mayhem from the Allstate Insurance commercials, who she dislikes, who grabs her by the head and calls her “Hey, Dummy,” who she can’t ditch because she doesn’t understand how to date any better. Starship Troopers fight interstellar six-armed bugs using ill-equipped weapons in a repeated quagmire of war they do not understand, led by commanders who want to win an entirely different prize.

These books are not for you.

LOVE LETTERS OF GREAT MEN

John C. Kirkland

If you don’t stare into the flicker of a flame and see the romance of eternity and universality, light your spouse some candles or take yourselves camping and try it some time. Work doesn’t matter.

FORWARD

Andrew Yang

People mystify Quantum Mechanics but in reality there are only four or five concepts you need to allow yourself to descend into Alice in Wonderland’s rabbit hole to understand what all the weird is.

The Schrodinger equation tells us how wavefunctions change as we, the universe, wind the hands of the clock forward or backwards. The wavefunctions describe the state and change of interesting things, the velocity and location of particles, the strength and bend of electric and magnetic fields, the spin interplay of angular momentum; anything you can imagine observing has a wavefunction.

The wavefunction mindset says that what we see is only a specific interpretation of an underlying substrate of truer reality: you see a particle position, but the universe sees an infinite expanse of all the positions of all the particles that could be, and the great engine of time winds those forward as the universe does what the universe does. Then, when you pose a specific question to this reality, the universe provides you with a specific answer, crashing all that infinite possibility into one truth.

To really relish this system of understanding, you really need only study deeply the mathematical operators of angular momentum matrices, which are responsible for transitioning momentum from one dimension into another, not only for their weirdness, but for the deeper truth that this weirdness can be written exactly within the structure of mathematics. Math can be defined to describe those thoughts. Then, understanding that the Pauli Exclusion Principle constructs a brigadier of structure that delineates the world into specific this or that is the thought that order must exist inherently. It is that, the Bohr model of the atom and Einstein’s photoelectric effect that segments energy, as facts.

The magic is that this structure of reality-as-thought accurately describes nearly every experiment that has ever been run against it to twelve decimal places, better than pinching two cents from a Jeff Bezos or Peter Isherwell. The mystics may question whether our measurement apparatuses are somehow reflections of our neural adaptability against the infinite describability of the universe

as some projection of constructing a description to match an apparatus we built for some deeper purpose, thereby suggesting our minds can only see in experiment what our weirdness wanted.

Oh, you were asking about politics?

FUNDRAISING

Ryan Breslow

This book is being in a dark room and searching for a black cat with a searchlight. QED.

SWARM INTELLIGENCE

Eric Bonabeau

The key idea of swarm intelligence is that systems emerge rules as a society that are not interpretable by the individuals in the system in the society. Could an artificial intelligence be optimized to generate societal order that no individual in the hivemind understands, let alone engage in the discussion of articulation? Yes, of course. But talk to me on Twitter about that.

Swarm Intelligence is the early industry technical works of academics and scientists trying to show that this behavior exists in robotics, to quantify and categorize, to build swarms that work together.

This branch of science is also closely related to Chaos Theory, which is a branch of science that tries to take those simple rules of and between individuals and determine when and how well the behavior of the emergent system can be predicted. What would a bee need to know in order for the colony to build a honey-productive hive? That kind of thing. Or, is the psychohistory of Foundation fame real, and what passages in what books in the library would need to be read to discover them?

I've met sociologists at Facebook who relish these questions with as much blindsided titanic intentions as the artificial intelligence engineers building the Hot Dog-Not Hot Dog algorithm.

This book is a technical work that will be opaque to most readers but is a worthwhile read to get in the swing, language, and head of its thinkers, and worthy of a spiritual vision quest in the desert.

THE GENIUS OF BIRDS

Jennifer Ackerman

Birds do it. Bees do it. Even fleas on the back of dogs do it. I'm talking, of course, about developing cultural communication rituals for the purposes of sharing and creating collective intelligence. Half genius, half googly eyed wizardry, this partnership of inter- and intra-species contacts trace how patient observations of social and cultural dynamics draw connections back to our own intelligence.

The book is an acquired taste: to quote one barback who spied me reading the book alone with a beer one weekend night, “bird intelligence? that’s a real panty dropper.” What he failed to see was that I was in pursuit of new models of social intelligence understanding bubbling out of the artificial and human intelligence communities being communicated in digestible language for many readers.

Social intelligence is less about building shiny things to attract your mate back to your nest; instead it is about recognizing the deeper mystical water and wind around us communicating intelligence. It probably sounds preternatural to say: but do you think birds understand their own intelligence yet?

EINSTEIN’S WAR

Matthew Stanley

Einstein communicated intelligence behind German lines back to the United Kingdom to prevent the mechanized bureaucracy of German momentum overrunning France, Europe, and the world.

Not bad for a guy who needed a haircut.

SOCIAL CHEMISTRY

Marissa King

For analytical thinkers, recognizing the structure of social relationships as providing different value for different functions can be an important key to understanding how information passes from one person to another, and how each of us seeks out the roles most accommodating to our preference. Networking turns off many people because we tend to believe strategizing our relationships will run counter to authenticity, but instead, this book provides a template for mutual matchmaking at work.

SECOND PLACE

Rachel Cusk

Great discussion between M and L about a house in a swamp. What she did to Tony was not cool.

THE WEIRDEST PEOPLE IN THE WORLD

Joseph Heinrich

Good news, bad news. Bad news is you live in a society that is the product of a Protestant work ethic churned through an intelligence-enabled capitalism that compartmentalized and analyzed until their interpretation of anything deconstructing normativity was defined as weird, or an illness.

Good news is they published their playbook. Get weird.

ALL ABOUT ME

Mel Brooks

Anne Bancroft once described Mel Brooks as saying: “I get excited when I hear his key in the door. It’s like, ‘Ooh! The party’s going to start!’” Mel Brooks once said he noticed Anne Bancroft hadn’t been in a major hit in two years so he approached her. To me: This is the greatest love letter of all.

Mel Brooks produced *The Producers*; *The Twelve Chairs*; *Blazing Saddles*; *Young Frankenstein*; *Silent Movie*; *High Anxiety*; *History of the World, Part I*; *Spaceballs*; and *Robin Hood: Men in Tights*. He is one of sixteen EGOT winners (Emmy, Grammy, Oscar, and Tony Awards). But really this book is for people who bought the book after reading the Anne Bancroft quote.

OPEN WATER DIVER MANUAL

PADI

The world’s seas are some of the last unexplored places on Earth. Project AWARE Foundation and PADI trained divers are natural ambassadors of the undersea world because of what they see and care about. Scuba divers and snorkelers participate in underwater and beach cleanups, support establishing underwater parks and recreation, and support champions and protectors of threatened species and habitats, including through grassroots support of legislation and regulation. In 1989, PADI introduced Project AWARE to respond to a growing demand to unify the voice of the diving community in preserving the aquatic and underwater environments of the world. As climate change shifts the landscapes of safety in waterways and habitats that are home to vibrant populations of species, becoming AWARE of the undersea environment will be that much more important. But I read this manual and enjoy the thousands of opportunities worldwide to travel and see the mystery.

WHAT TO EAT WHEN YOU’RE PREGNANT

Nicole Avena

This book is a personal choice for two reasons. The first is that life experiences of the last year have shifted my focus on finding a relationship with a partner that has at our core love, family, and a strong desire to transition into marriage and child planning within the next few years. There is a source of profound nurturing that has opened up inside of me and I want to make this my universe. Truly, I have no idea how to find, meet, and connect with this partner. I only know how to love them.

I also believe there is a billion dollar opportunity here and I want to create it. As the world is forced to face climate change, increased infrastructure that accommodates new lifestyles within the matrix of new agricultural, finance, geographic, intelligence, media, and travel expectations must be met.

What To Eat When You’re Pregnant starts with a basic premise: each week raises new and specific nutrition and hormone based meal needs for the well-being of mother and growth of baby, a classic Silicon Valley subscription-based mail-order meal service opportunity across all agriculture sectors.

But, as I learned in my brief introductions to the Target brand Incubator by Y Combinator alum, the early weeks pregnancy sets up brand loyalty across all product categories that lasts for years, and the specific timelines of pregnancy challenge young parents to learn and adapt a highly anticipated schedule. As a young pup I yelped before understanding how much security this provides parents.

I've got to change my life to move from where I am today to where I want to be tomorrow. It helped me realize that dating itself is broken and friendships frayed by politics ruined many communities, institutions, and media that early career professionals once relied on as their guiding searchlight. Better, as old school guardians of its broken status quo go meta, are we protecting fragile hearts?

Will I want my partner and I to lose our zest for life? Never!!! As time fades into the rear view mirror we can acknowledge the obvious truths that education and accountability need to be reborn, that we have an opportunity to answer the call to establish better practices that are more than window dressing, and take to the streets our proposition that securing family groundwork is profoundly American. If our political leaders cannot work out the algebra then our entrepreneurial powers will.

Each of us in this world build something from nothing. Putting this in perspective for the generation of leaders who are still defining themselves and finding their partners of all stripes in this world is a daunting wall to climb, but those of us who know know that people have always been the source of thriving. We invest energy in many bonds of career partnerships but that bond of love is sacred.

All the world is a feast of social experiences, yet we each long for that moment we sit across the table from that one. From that moment onward everything changes and our hearts are at peace.

THE JEDI MIND

Amy Radcliffe

Do you have a moment to talk to me about you training to become a JEDI?