

Glenn's Big Book List

Updated May 2023

For the last year, I've been reading less than I want to. It's been a trial sometimes so I've picked up a fantasy or sci-fi book to break me out of it. They're always easy to get into and hard to put down. It kickstarts the reading habit again. I'm still working on picking up a book instead of a phone. Join me and let's read some fantastic books.

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The books on this list, in no particular order, are books that I either reread or will read again because they made a big impact on my thinking. Or, I just like. I will keep adding to it as I finish books I think are worth adding.

Title	Author	Notes
The Hobbit	J.R.R. Tolkien	The best book ever? It's the one I reread so many times my parents bought me other copies.
The Machine Stops	E.M. Forster	This short story blew my mind. Written in 1909 E.M. Forster predicts a world eerily close to what we live in today in 12,500 words. This is, I believe, the book I talk about the most.
Being Happy	Andrew Matthews	I first read this many, many years ago and Andrew just seemed to nail life in a funny and un-judgy way. Corny title but worth the read. It was recommended by a friends mother to get me through a tough patch.
Think and Grow Rich	Napoleon Hill	It's worth the read. There are some tools in this book worth learning and implementing in your life.
The Choice is Yours	Charles Donoghue	Full disclosure here. Charles is a friend of mine but, I like this book. Simple advice that if implemented works.
The 10X Rule	Grant Cardone	If you don't know Grant Cardone he's worth a follow. There's some solid advice and tactics you can use to 10x your thinking and your life in this book.
Ogilvy On Advertising	David Ogilvy	Ogilvy is the man. If you want to learn marketing from the best this is a good start. Copywriting is the key to selling anything. Improve yours today and you will get a lot better results from your marketing efforts.

Mindset: The New Psychology of Success	Carol S. Dweck	I made so many notes in this book. It's the definitive manual on mindset. Loved it.
Million Dollar Consulting	Alan Weiss	Alan Weiss wrote <u>the</u> consulting book in 1992 and has gone on to update it 5 times, so far. It's a good read and again, another book I made lots of notes in.
How To Make Money	Felix Dennis	This is the book that introduced me to the imitable Felix Dennis. He was awesome. A poet, a planter of trees, a very wealthy publisher and a life lived to the fullest. The steps he writes here require hard work. Lots of it. Are you up for it?
Levels of the Game	John McPhee	Introduced to me via many mentions in Tim Ferris' podcasts. John McPhee is an incredible writer.
Zen and the Art of Motorcycle Maintenance	Robert M. Pirsig	An excellent father and son adventure and an inquiry into quality I really enjoyed. Quality is hard to define but you know it when you see it. For me, it's about the simplest, cleanest code for our emails. My dad taught me this lesson when I was very young. For example, he built incredible props for my mum's dance shows and they had to be built to last, built to be useful and built right inside and out. They were so good they were used for years afterwards in Santa Parades around Auckland.
The Stranger	Albert Camus	Wow! This is a tale that just grips you. The apathy of the main character infuriated me as it led him to a terrible and yet truly enlightened end.
Extraordinary Popular Delusions	Charles Mackay	Humans are terrible at learning from the past. Economists apparently more so. It appears to me that 'our' economy is set up for bubbles and bust and it's not going to change soon. So, it's worth knowing about the craziest ones in history, tulips anyone?, and using them as a lens for the present.
Bird by Bird	Anne Lamott	An ode to the struggles of writing. Anne's writing is honest and uplifting in parts. For example, while trying a dress on she asks her dying friend if her hips look big in it. Her friend says, "Anne? I really don't think you have that kind of time." None of us have. So get busy living.
The Daily Stoic	Ryan Holiday and Stephen Hanselman	You read and then then think about a passage/meditation a day. I like this idea. They sink in that way. I'm always in awe of people who can remember passages and quotes from books. This is how they do it. I read these to Lauren and the kids and discuss them too. There is a lot of wisdom in these pages. The ancients took bettering themselves seriously. We should too.

Artemis Fowl	Eoin Colfer	Faeries, trolls, centaurs and an evil genius tween working together. What's not to like. The series is excellent. I reread these books often to give my mind a break and expand my imagination.
The Bible		A lot of wisdom starts here. Yes, there are myths and even fairy tales within but the history, faith and wisdom are the origin of every self-help book ever written. I haven't read it for some time but passages from Matthew are always a favourite of mine to quote from.
In Praise of Shadows	Jun'ichirō Tanizaki	This book is cool. If you know about the Japanese idea that fixed broken things, Kintsugi, have a beauty of their own this is a an excellent book. Plus, shadows bring to life parts of houses where light would extinguish them. This book is Jun'chirō's masterclass on both.
Courage Under Fire	James Bond Stockdale	Holy heck! This is <u>the</u> book on how Stoicism can help you in the worst of times to keep your head. Do a search for James Bond Stockdale and just be amazed at his career and how he used Stoicism to get him through a Vietnam prisoner of war camp.
The 22 Immutable Laws of Marketing	Al Ries and Jack Trout	I keep this book near my desk in my office because it contains everything you need to know about marketing. As humans we're not gonna change soon and these guys have proven that to be true.
The Magic of Thinking Big	David J. Schwartz	The only truly smart thing Donald Trump has said so far is that if you're going to think anyway, you may as well think big. It's true. Thinking big expands your 'thinking', your opportunities and your learning. It's a good practice and this is the book people refer to help them achieve it.
Lying	Sam Harris	This little book pops into my head almost every time I have to answer a question about Santa, the Easter Bunny or my real though on a subject. The exercise of telling the truth in an honest and kind way is a lifelong one.
Perceptual Systems, an inexhaustible reservoir of information and the importance of art	Sergey Mann	As he was going blind the renowned painter mined that experience to paint and think and this is his son's attempt to put those thoughts in one place. It's a lovely, insightful read.
Sum	David Eagleman	David Eagleman is a neuroscientist with an awesome imagination. If you ever wondered what the afterlife could be then this book has 40 tales from there. This is a cool book that will expand your thinking in odd ways.

Permission Marketing	Seth Godin	The book that started me on the path of how to do email marketing properly.
Shop class as Soul craft	Matthew Crawford	I love making stuff. I am lucky to have my office in my workshop and it's a creative place for me. This book is an excellent read about why working with your hands is great for your soul.
Lives of the Stoics	Ryan Holiday and Stephen Hanselman	The best thing about this book is they show how to correctly pronounce the Stoics names. I really liked the history and the lessons I learned.
Brave New World	Aldous Huxley	After dragging myself through the introductions to the new edition I read I started to enjoy this story. Brave New World is one of those 'must-read' books you probably read at school. Huxley's intro is interesting because he had updated his thoughts from when he wrote the book.
Built to Sell	John Warrillow	This book. This is better than the E Myth to me. As an agency owner, this book was exactly what I needed to see what I could do to have a better business. Highly Recommended for business owners who want to have a business they love, can scale and then sell for the highest price.
\$100M Offers: How To Make Offers So Good People Feel Stupid Saying No	Alex Hormozi	This book is a game-changer. Honestly, I was surprised at how much I learned about creating offers that sell. Highly recommended if you want to create offers that give customers huge value that they're happy to pay good money for.