

The Profile: The woman behind your Netflix addiction & the biggest rivalry in business

Good morning, friends.

Over the weekend, I listened to this Tim Ferriss [podcast episode](#) with Brandon Stanton, the photographer behind [Humans of New York](#). Brandon was a bond trader, lost his job during the recession, and decided to launch a blog telling the raw stories of regular people through photography.

Almost a decade later, HONY has garnered more than 25 million followers on social media. (Fun fact: Brandon also went to the University of Georgia. When I was editing our college paper, he pitched HONY as a Facebook page with 64,000 fans. We [almost](#) didn't do the story because we thought it was "too niche." LOL.)

Anyway, in the podcast, he says the best way to learn about yourself and what you want to do is to read the biographies of people you admire. This is the same reason I have always been drawn to biographies, documentaries, and well, The Profile. He said,

"Biographies get down to the nuts and bolts of the decisions people made in their lives. And I think that is the purest form of education you can get. The advice I give to people who don't know what they want to do with their lives is — pick someone that you admire, and read their biography. Find out the struggles they went through. Find out the twist and turns of their lives. There's no better actionable roadmap than getting down to the granular level of someone's life and finding out how they navigated it."

Speaking of which, I published a list of some of the [world's best business biographies](#) last week. Take a look, and let me know which ones I missed.

LINKS

- [The loneliest man in Hollywood](#)
- [The crypto couple living a nightmare](#)
- [The woman behind your Netflix addiction](#)
- [The boxer-turned-bagger](#)
- [The biggest rivalry in business](#)
- [The immortal gaming company](#)

PEOPLE TO KNOW.

[The loneliest man in Hollywood](#): This profile is dark. *The Rolling Stone* went deep into the twisted trials and tribulations of actor Johnny Depp's life. The story takes you through the tragic details of his multimillion-dollar lawsuit, the haze of booze and hash, the marriage gone very

wrong, and the lifestyle he can't afford. What was cool at age 28 is disturbingly sad at 55. *Tweet this.*

"My son had to hear about how his old man lost all his money from kids at school, that's not right."

[The crypto couple living a nightmare](#): Arthur and Kathleen Breitman created a crypto platform called Tezos, decided to go down the ICO path, and hoped to raise about \$20 million. Tezos, to their surprise, went on to raise \$232 million in the largest ICO to date. That surprise turned to dismay, as the project descended into rancor, litigation, and even the rumor of an international assassination plot. Here's an inside look into the crypto world's biggest scandal. *Tweet this.*

"A constant in the history of money is that every remedy is reliably a new source of abuse."

[The woman behind your Netflix addiction](#): Lisa Nishimura is the queen of documentaries. At Netflix, her job is to watch films, buy the ones she likes, and make them go viral. Nishimura is responsible for the jaw-dropping cult docu-series *Wild Wild Country* as well as the heartbreaking project, *Making a Murderer*. The secret to a successful series, she says, is "allowing human beings their full complexity." *Tweet this.*

"When you want to watch something, you think about how you want to feel. You think about what experience you want to have."

[The boxer-turned-bagger](#): Bobby Czyz grew up with a passion for boxing, became a world champion, and then launched his broadcasting career. This is the story of how a famous athlete poised for success ended up bagging groceries at ShopRite. *Tweet this.*

"I've got lots of regrets," Czyz said. "I have more regrets than you have thoughts."

COMPANIES TO WATCH.

[The biggest rivalry in business](#): Tencent CEO Huateng "Pony" Ma and Alibaba CEO Jack Ma have built tech titans that dominate China's digital economy. This feature explores the relentless competition between two of the richest and fastest-growing companies. One question remains: Is the world big enough for both of them? *Tweet this.*

"Until recently, everyone played in their own sandbox. Now the sand is starting to spill over."

[The immortal gaming company](#): Nintendo is about turn 130 years old. Yet somehow, the gaming giant continues to successfully re-invent itself in an ever-changing entertainment industry. How is it possible that a company periodically left for dead keeps revitalizing itself? Nintendo is on an eternal hunt for its next greatest hit. *Tweet this.*

“What you need are fresh ideas. You need young people with interesting takes.”