

PITCAIRN READING LIST

In an effort to stretch our thinking, and to help our clients and associates do the same, we reached out to our trusted colleagues and asked them to share with us some of their favorite reading material. We were overwhelmed by their thoughtful and thought-provoking responses. They returned a long list of fiction and non-fiction books, articles, and blogs that will keep us reading for months to come. We'll be updating our list as we come across new material and ideas that we want to share, so be sure to check back. As you review this list, if you have thoughts on the books included below or suggestions of your own, please feel free to email [Ronna Gyllenhaal](mailto:Ronna.Gyllenhaal).

Business Management and Leadership

Built to Last: Successful Habits of Visionary Companies by Jim Collins

Recommended by Consuelo Mack, WealthTrack

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber

Recommended by Claudio De Vellis, Smith, Gambrell & Russell, LLP

"It is a classic that has been updated and shows how entrepreneurs start companies, distinguishes what processes work for the most successful, and really teaches that you have to work 'on' your business and not 'in' it."

Fixing the Game: Bubbles, Crashes, and What Capitalism Can Learn from the NFL by Roger Martin

Recommended by Daniel Pink, Author

"The Dean of the Rotman School of Management takes aim at the notion that the central aim of corporations should be to maximize shareholder value. Martin challenges this orthodoxy with facts and logic and offers a new rationale to guide corporate behavior. Every CEO and their boards of directors should read this book."

Getting to Yes: Negotiating Agreement Without Giving In by Roger Fisher and William L. Ury

Recommended by Ronald Weiner, Perelson Weiner

Good to Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins

Recommended by Claudio De Vellis, Smith, Gambrell & Russell, LLP

"It is a research project that shows how great companies sustain themselves over a long period of time and what differentiates them from their peers."

Pitcairn Reading List

Life by Keith Richards

Recommended by Wayne Farmer, Arabella Advisors

"The best business book of the year. How to build a brand, not a band."

The Living Company: Habits for Survival in a Turbulent Business Environment by Arie de Geus

Recommended by Alan F. Heath, The Strategy Group, Inc.

The M-Factor: How the Millennial Generation is Rocking the Workplace by Lynne C. Lancaster and David Stillman

Recommended by Barbara Taylor, 21/64

"In *The M-Factor*, Lancaster and Stillman identify seven trends that comprise the M-factor, the defining qualities of the generation born between 1982 and 2000. These are: the role of parents, sense of entitlement, search for meaning, their great expectations, their need for speed, the role of social networking, and the significance of collaboration. These themes manifest themselves in the daily lives of the Millennials, a cohort of 76 million."

*The No ~~***~~hole Rule* by Bob Sutton

Recommended by Daniel Pink, Author

"One of my favorite business books of the last decade."

'Psychic Benefits' and the NBA Lockout by Malcom Gladwell

(http://www.grantland.com/story/_id/6874079/psychic-benefits-nba-lockout)

Recommended by Daniel A. Guglielmo, TrustDesign

"Malcolm Gladwell describes psychic benefits as 'the pleasure that someone gets from owning something—over and above economic returns.' These psychic benefits often blindside owners in their attempt to monetize or exit their business, unless becoming fully aware and prepared to let go of these benefits. I found it interesting enough to send to my clients and suggest they may want to make a mental list of the psychic benefits they receive from owning a business."

The Rational Optimist by Matt Ridley

Recommended by Rick Pitcairn, Chief Investment Officer, Pitcairn

"Matt Ridley applies his unique perspective as a science journalist to explain why, in spite of the myriad of problems that society is facing, humanity's awesome capacity to adapt to, and generate change, should enable us to feel optimistic about the future."

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Shift Points Blog by The Dashboard Group (<http://shiftpoints.com>)

Recommended by Jennifer Bognet, Bognet Construction

"This is the company that has worked with us over the past 4 years and has helped us transform and double our firm size in 5 years!"

Socialnomics: How Social Media Transforms the Way We Live and Do Business by Eric Qualman

Recommended by Dirk Jungé, Chairman and Chief Executive Officer, Pitcairn

"Written in the last six months, this book discusses social media and the impact it will have and is having on businesses and the future. Truly fascinating!"

The Starfish and the Spider by Ori Brafman and Rod A. Beckstein

Recommended by Jay E. Hughes, Author and Speaker

A Whole New Mind by Daniel H. Pink

Recommended by Dirk Jungé, Chairman and Chief Executive Officer, Pitcairn

"This book is incredibly profound. It identifies three A's—abundance, automation, and Asia—that will change the future. Along with his book *Drive*, this is a must read."

Family Enterprise and Education

5 Ways the Kardashian Family Built a \$65 Million Brand by Shira Levine

(<https://www.openforum.com/idea-hub/topics/the-world/article/5-ways-the-kardashian-family-built-a-65-million-brand>)

Recommended by Elizabeth Mason Horsley, Williams Mullen

"Some 'light' reading. I found it fascinating, and obviously applicable to various businesses, and perhaps families as well!"

Between Parent and Child by Dr. Haim G. Ginott

Recommended by Ronald Weiner, Perelson Weiner

"This is a great book that I particularly like recommending to assist people in understanding the views of others and succeeding in effectively communicating. A classic."

Estate Planning Smarts: A Practical, User-Friendly, Action-Oriented Guide by Deborah L. Jacobs

Recommended by Alvin C. Martin, Drinker Biddle & Reath LLP

"Steve Leimberg recommended this book to me as, 'a practical, user-friendly, action-oriented lay-person's guide you'll want to share with clients and potential clients (after you've read it yourself).'"

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Family Legacy and Leadership: Preserving True Family Wealth in Challenging Times by Mark Daniell and Sara Hamilton

Recommended by Dennis Jaffe, PhD, Saybrook University

"Things that many people know, but clearly stated and with lots of examples."

Freedom from Wealth: The Experience and Strategies to Help Protect and Grow Private Wealth by Charles Lowenhaupt

Recommended by Sara Hamilton, Family Office Exchange

"An important book."

The Giving Tree by Shel Silverstein

Recommended by Mary C. Buletza, CPA/PFS, Raphael and Raphael, LLP

Hope for the Flowers by Trina Paulus

Recommended by Mary C. Buletza, CPA/PFS, Raphael and Raphael, LLP

"I have been thinking in terms of coaching younger generations, who are at the threshold of adulthood, and their ability to evaluate opportunities and alternatives and to shoulder responsibility. These books may not exactly fit into the category of 'family wealth' from a financial perspective. However, they bring a lot to the discussion table and can be discussed over and over with children as they move through the years and have different perspectives. Each has different interpretations."

The Little Red Book of Family Business by David Bork

Recommended by Joe Durnford, JD Ford & Company, LLC

Mrs. Astor Regrets: The Hidden Betrayals of a Family Beyond Reproach by Meryl Gordon

Recommended by Elizabeth Carrott Minnigh, Buchanan Ingersoll & Rooney

"It is a must read for anyone in our industry. I think clients might really find it interesting as well as it lays out a lot about the family dynamics and how they went wrong. Note that the paperback contains extra chapters with the court case."

Pitcairn Reading List

Raising Happiness: 10 Simple Steps for More Joyful Kids and Happier Parents by Christine Carter

Recommended by Sharna Goldseker, 21/64

"Whether you read her book, visit her blog or online class, or listen to her podcast with the same name, Christine Carter's approach to raising children is poignant, upbeat, and productive. Carter has a way of balancing the philosophical lessons of teaching children how to be grateful and live meaningful lives—particularly important for families with an abundance of resources in a society which often concentrates on material culture—and is practical about offering suggestions for how to accomplish that. These resources are applicable and easily accessible to parents and advisors for families grappling with how to raise children amid plentiful resources."

When Your Parents Sign the Paychecks: Finding Career Success Inside or Outside the Family Business

by Greg McCann

Recommended by Dennis Jaffe, PhD, Saybrook University

"A self-development book for young people who grow up in a business family and wonder how they can prepare themselves."

Fiction

Before I Go to Sleep: A Novel by S.J. Watson

Recommended by Daniel Pink, Author

"Another book about memory, though this one's about losing it. In this gripping novel, Christine suffers from a strange malady. When she wakes up each morning, she has no memory of who she is. But a doctor encourages her to keep a journal so she can remember things from one day to the next and the process reveals that her previous life isn't quite what she thinks it is. I gobbled this one up like a bowl of Cool Ranch Doritos. But unlike many thrillers, this book lingered with me and made me think about how our memories form who we are."

Shantaram: A Novel by Gregory David Roberts

Recommended by Wayne Farmer, Arabella Advisors

"I'd recommend Shantaram as the best novel in the last ten years."

The Ultimate Gift by Jim Stovall

Recommended by Joe Durnford, JD Ford & Company, LLC

Pitcairn Reading List

A Visit from the Goon Squad by Jennifer Egan

Recommended by Daniel Pink, Author

"This one's won a lot of attention, not to mention a Pulitzer Prize. But despite the hoopla, it's actually a great novel. Egan unfurls a complex web of punk rockers, music executives, and (of course) kleptomaniac assistants and tells their connected stories over 40 years by moving forward and backward in time and offering us different characters' perspectives on the same events. Added bonus: Egan renders as a PowerPoint presentation. Pick up the paperback and prepare to have your mind blown."

Financial Markets and Investing

All the Devils Are Here: The Hidden History of the Financial Crisis by Bethany McLean and Joe Nocera

Recommended by Elizabeth Alexander, Institute for Private Investors

The Big Secret for the Small Investor by Joel Greenblatt

Recommended by Peter W. Fleming III, Nease, Lagana, Eden & Culley, Inc.

The Big Short: Inside the Doomsday Machine by Michael Lewis

Recommended by Claudio De Vellis, Smith, Gambrell & Russell, LLP; Elizabeth Alexander, Institute for Private Investors

"A great insider's view of the collapse of the financial markets related to the mortgage-backed securities."

Boombustology: Spotting Financial Bubbles before They Burst by Vikram Mansharamani

Recommended by Bob Savage, Track.com

The End of Wall Street by Roger Lowenstein

Recommended by Elizabeth Alexander, Institute for Private Investors

The Fearful Rise of Markets: Global Bubbles, Synchronized Meltdowns, and How to Prevent Them in the Future by John Authers

Recommended by Bob Savage, Track.com

The Little Book that Still Beats the Market by Joel Greenblatt

Recommended by Peter W. Fleming III, Nease, Lagana, Eden & Culley, Inc.

Pitcairn Reading List

More Money Than God: Hedge Funds and the Making of a New Elite by Sebastian Mallaby

Recommended by Elizabeth Alexander, Institute for Private Investors

The Mystery of Capital: The Reason Why Capitalism Works in the West and It Doesn't Work Everywhere Else by Hernando DeSoto

Recommended by Jason Trennert, Strategas

"DeSoto's book examines why some countries can generate wealth while others struggle to move beyond subsistence. In particular, it focuses on how the lack of appropriate legal structures inhibits the growth of capitalism in the developing world."

One Up on Wall Street: How to Use What You Already Know to Make Money in the Market by Peter Lynch and John Rothchild

Recommended by Rick Pitcairn, Chief Investment Officer, Pitcairn

"Peter Lynch was the great money manager at Fidelity's Magellan Fund. This book offers advice to amateur investors about how to research and identify companies with solid growth potential. Given Lynch's record of success, his is advice worth taking."

This Time Is Different: Eight Centuries of Financial Folly by Carmen M. Reinhart and Kenneth Rogoff

Recommended by James Brunger, New York Life MainStay Investments

"A good overview of how the banking system doesn't really learn and how markets have gotten into trouble. Heavy on the investment side of the world, but good for those business history buffs."

A Zebra in Lion Country by Ralph Wanger and Everett Mattlin

Recommended by Peter Ricchiuti, Tulane University

"In this book, Ralph Wanger, former manager of Acorn Mutual Fund, explains his approach to small cap investing. Based on his experience, he is able to offer insight into how to evaluate, and invest smartly in, small cap stocks."

History and Political Economy

The Liquidation of Government Debt by Carmen Reinhart

(<http://www.imf.org/external/np/seminars/eng/2011/res2/pdf/crbs.pdf>)

Recommended by Bob Savage, Track.com

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The Long Emergency: Surviving the End of Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century by James Howard Kunstler

Recommended by Alan F. Heath, The Strategy Group, Inc.

The Next Decade: Where We've Been . . . and Where We're Going by George Friedman

Recommended by Bob Savage, Track.com

On China by Henry Kissinger

Recommended by François de Visscher, de Visscher & Company

"I wish we all could speak Mandarin, but we do not. So instead, I would recommend Henry Kissinger's book... Even for someone who goes to China every year, it is an excellent essay on China and the world our children and grandchildren will experience!"

Rawhide Down: The Near Assassination of Ronald Reagan by Del Quentin Weber

Recommended by Daniel Pink, Author

"Washington Post reporter Weber takes us almost minute-by-minute through the day in 1981 when John Hinckley shot, and nearly killed, President Reagan. With meticulous reporting and a canny eye for detail, Weber shows the ticking time bomb Hinckley had become, reveals how a Secret Service agent's last minute decision to take the President to the hospital rather than to the White House likely saved Reagan's life, and draws a vivid portrait of the chaos back at the White House. Even though you know how the story comes out, it's still a page-turner."

World 3.0: Global Prosperity and How to Achieve It by Pankaj Ghemawat

Recommended by Bob Savage, Track.com

Personal Growth and Psychology

The 7 Habits of Highly Effective People by Stephen R. Covey

Recommended by Dirk Jungé, Chairman and Chief Executive Officer, Pitcairn

"This book has had a most profound impact on me and ranks as one of the top three books I've ever read. It impacted all aspects of my life and reinforced my values. I only wish I'd read it sooner."

Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment
by Martin Seligman

Recommended by Richard Orlando, Strategic Consulting

"He has a brand new book I haven't read yet, but his prior book, *Authentic Happiness*, is EXCELLENT! You can also watch him on TED."

Pitcairn Reading List

The Big Leap by Gay Hendricks

Recommended by Jane M. Ochsman, May & Barnhard, PC

"Gay coaches his readers to break the glass ceilings in their personal and professional lives and live at the 'Genius' level of happiness and fulfillment. He states that life can be an upward spiral with no limits; it's up to us to make the commitment to achieving our true potential in love and life, as well as in financial success. This book has inspired me to make a commitment to myself to live in the Zone of Happiness, and strive for the Zone of Genius, by making conscious choices in my life, thoughts and actions that keep me in alignment with this goal."

Buddha Standard Time: Awakening to the Infinite Possibilities of Now by Lama Surya Das

Recommended by Isabel Miranda, Law Offices of Isabel Miranda, LLC

"...about finding time in this harried world...to do the important things."

Flourish by Martin Seligman

Recommended by John A. Warnick, The Law Office of John Warnick

"Seligman's book is significant because it is the unveiling of his theory of well-being which is a marvelous extension of his prior work on a theory of happiness."

He by Robert Johnson

Recommended by Jay E. Hughes, Author and Speaker

In the Ever After by Allen B. Chinlen

Recommended by Jay E. Hughes, Author and Speaker

The Middle Passage by James Hollis

Recommended by Jay E. Hughes, Author and Speaker

The Power of Ceremony: Restoring the Sacred in Our Selves, Our Families, Our Communities

by Linda Neale, LMFT, LPC

Recommended by John A. Warnick, The Law Office of John Warnick

"Linda Neale's book details her almost 30 year study of the ceremonies of indigenous peoples. From that study, she has observed seven principles which are key to building successful ceremonies. Just as Jay teaches us the difference between transfers and gifts, this book helps us understand the difference between ritual and ceremony. It is a spiritual book so it may not appeal to all. But I hope any seeker of truth will be open to the wisdom she shares in this book."

Pitcairn Reading List

Practical Wisdom: The Right Way to Do the Right Thing by Barry Schwartz and Kenneth Sharpe

Recommended by Hartley Goldstone, Trustscape LLC

"While the book is written for a broad audience, it is 'must reading' for anyone serving or considering serving as trustee."

She by Robert Johnson

Recommended by Jay E. Hughes, Author and Speaker

The Social Animal: The Hidden Sources of Love, Character, and Achievement by David Brooks

Recommended by Bonnie B. Hartley, Transition Dynamics, Inc.

The Soul of Money: Transforming Your Relationship with Money and Life by Lynne Twist

Recommended by Timothy J. Belber, JD, The Madison Group

"I would highly recommend [this book]. She focuses on the flow of money. One very meaningful passage says, 'Money flows through all our lives, sometimes like a rushing river and sometimes like a trickle. When it is flowing it can purify, cleanse, create growth and nourish. But when it is blocked or held too long, it can grow stagnant and toxic to those withholding or hoarding it. Like water, money is a carrier. It can carry blessed energy, possibility and intention or it can carry control, domination and guilt. It can be a current or currency of love—a conduit for commitment or a carrier of hurt or harm.' The questions of what a family wants money to be for them and future generations takes on new meaning when viewed in this light."

Thinking by Gary Kirby and Jeffery Goodpaster

Recommended by Isabel Miranda, Law Offices of Isabel Miranda, LLC

"Which I hope will hone my critical thinking skills..."

Philanthropy

Do More Than Give: The Six Practices of Donors Who Change the World by Leslie R. Crutchfield, John V. Kania, and Mark R. Kramer

Recommended by Teresa Araco Rodgers, harp-weaver, LLC

"This book is about catalytic philanthropy. It provides readers a blueprint to achieve greater impact. In their words, 'Rather than focus on the mechanics of effective grantmaking, reporting, or evaluation, this book instead proposes that donors can become proactive catalysts for change by rising to meet the challenges of our increasingly interdependent world.' The book includes case studies and 'Take-Aways' about going beyond check writing/traditional volunteering; advocating for change; leveraging business; forging peer networks; empowering individuals; leading adaptively; and developing learning organizations. The book makes you think about what you've been doing and how you've been doing it."

Pitcairn Reading List

Give Smart: Philanthropy that Gets Results by Thomas J. Tierney and Joel L. Fleishman

Recommended by Alan F. Heath, The Strategy Group, Inc.

Philanthropy 2173 Blog by Lucy Bernholz (<http://www.philanthropy.blogspot.com/>)

Recommended by Teresa Araco Rodgers, harp-weaver, LLC

"I enjoy reading Lucy's thoughts and commentary on the wide space of philanthropy. A self-described 'philanthropy wonk,' Lucy's passion is making philanthropic investments and building philanthropic capital markets. Lucy is clever and funny as she writes about the books she's read, the conferences she's attended, and her experiences in the field."

Science

Moonwalking with Einstein: The Art and Science of Remembering Everything by Joshua Foer

Recommended by Daniel Pink, Author

"Foer is a journalist who becomes interested in the world of memory competitions so interested, in fact, that he crosses the chasm and competes in the US Memory Championship. Foer is an excellent storyteller with a winning sense of humor. And by telling his bizarre tale, he lets us into the weird world of mental athletes and the even stranger realm of memory itself."

Ubiquity: Why Catastrophes Happen by Mark Buchanan

Recommended by Bob Savage, Track.com