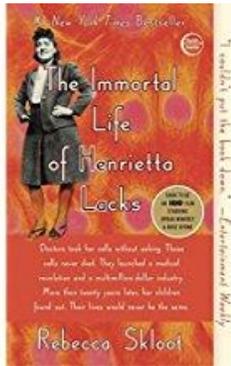


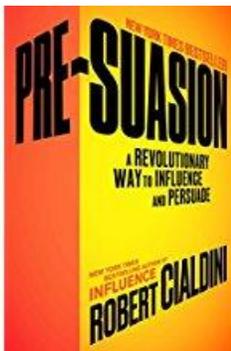
The King's Deception

Why I enjoyed reading this book: I've read enough Steve Berry books to know the plots are all very similar. A sinister force is trying to expose a long hidden secret that could upset the balance of power. The hero races across the globe visiting historic sites trying to uncover clues on how to stop this from happening. There are shootouts and close escapes. Eventually the hero stops the villain. What makes each book unique, however, is how Steve ties in actual places and events in history to the stories.



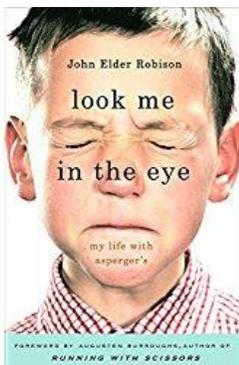
The Immortal Life of Henrietta Lacks

Why I enjoyed reading this book: A fascinating story of a poor tobacco farmer whose cells – taken without her knowledge by Johns Hopkins Hospital – helped shape modern medicine. Oprah Winfrey just made a movie of this book.



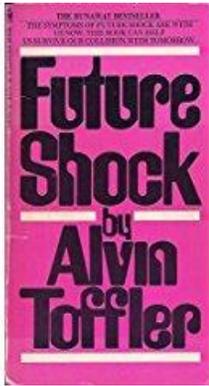
Pre-Suasion: A Revolutionary Way to Influence and Persuade

Why I enjoyed reading this book: In the Harry Potter books, the children take classes called “Defense Against the Dark Arts” where they learn how to counter-act the dark forces. I view this book as my “defense against the marketing arts” class. I enjoyed the stories and examples in the book, but I only made it about half way through because, by that point, the stories started repeating themselves and I lost interest.



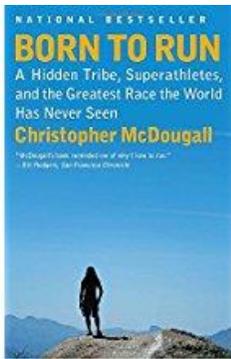
Look Me in the Eye: My Life with Asperger's

Why I enjoyed reading this book: This book grabbed my attention because A) we tell our son all the time to look the person you are talking to in the eye, and B) Asperger's is a form of autism. Accurately communicating feelings and emotions tends to be tough for people on the autism spectrum, and I hoped the author would shed insight into the thought process for people on the spectrum. He did not disappoint. I gave my son a great big hug after reading this book.



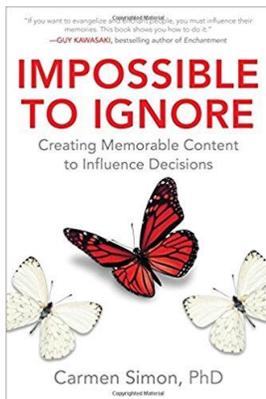
Future Shock

Why I enjoyed reading this book: Toffler defines the term “future shock” as a point when too much change in too short a period of time overwhelms a person or group. I first read this book in high school and recently re-read it. Yes, some of the examples are now dated, but I’m amazed at how relevant this book still is almost 50 years after it was first published.



Born to Run: A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Seen

Why I enjoyed reading this book: I enjoy running and was given this book by one of my clients who is a life-long runner and athlete. When I was reading this book, I was constantly torn between putting it down and going for a run or continue reading. The author did a great job of weaving scientific discoveries of what makes humans great runners, how running unites people, and the individualistic nature of running.



Impossible to Ignore: Creating Memorable Content to Influence Decisions

Why I enjoyed reading this book: This book does a nice job of explaining why some marketing campaigns stay with us while others are immediately forgotten. It reminded me of a special I once saw on TV that uncovered how magicians did some of their popular tricks.