



BIBLIOGRAPHY



The intellectual (and not so intellectual) sources for **100 Days**, **100 Grand** were many and personal. Here's the mix: texts and tomes that changed the author's life in some way, bringing joy and meaning to the business of six-figure freelancing.

WRITING GUIDES

On Writing Well, William Zinsser. The classic guide to stringing together plain declarative sentences. His **Writing to Learn** makes a good companion.

The Copy Book, D&AD. How the world's top advertising writers write their advertising, complete with campaigns. (There's an **Art Direction Book** and **Graphics Book** too.)

The Complete Short Stories of Ernest Hemingway. Papa's showcase from Finca Vigia: yes, a writing guide, and there's none better.

BUSINESS AND MARKETING

Competitive Strategy, Michael Porter. The greatest consultant of all sets out his Five Forces model of sectors; **Competitive Advantage** does the same for companies, with the value chain. See Appendices C and E for notes on both.

Principles, Ray Dalio. Seeing the world as it really is, by a billionaire investor. (See Appendix H.) Sequel **Big Debt Crises** gives proof points from actual data.

Hey Whipple, Squeeze This. The best book ever written about advertising, by copywriter Luke Sullivan. A masterclass in culture and methods.

The Advertising Concept Book, Pete Barry. Countless campaign concepts critically categorised, with ads retraced in pencil to bring the core to the fore.

A Smile in the Mind, Beryl McAlhone and others. Case studies large and small on how graphic design conveys concepts.

PHILOSOPHY AND ALL THAT

Atlas Shrugged and **The Fountainhead** by Ayn Rand. Apocalyptic, didactic, and endlessly wonderful showcases for Objectivist philosophy.

Teaching Johnny to Think is how school should work, by Rand's heir Leonard Peikoff. Also see his **Objectivism: the philosophy of Ayn Rand**.

Zen and the Art of Motorcycle Maintenance, Robert Pirsig. The existential treatise on Quality: no more about bikes than Moby Dick is about whales.

CURES FOR THE HUMAN CONDITION

~~Thinking, fast and slow~~. Dan Kahnemann's cognitive biases are the key to understanding all human behaviour. More in Appendix I.

~~The story of the human body~~, Daniel Lieberman. The source of First World Problems: modern humans go for comfort over function. Fight back.

~~Flow~~ by Mihaly Csikszentmihalyi and ~~Deep Work~~ by Cal Newport. Not so much guides to working smart as guides to happiness. See Appendix J.

~~Being Happy~~ by Andrew Matthews. Simple, funny, and all you need. Team it with ~~Making Friends~~ and ~~Follow your Heart~~.

~~Atomic Habits~~ by James Clear. The power of incremental improvement, with precise instructions for breaking bad habits and building new ones.

TOP TEXTBOOKS

~~Molecular Biology of the Cell~~, Bruce Alberts et al. Everything that makes a great textbook, in one volume. Its structure informed **100 Days, 100 Grand**.

~~Gray's Anatomy~~. Every home should have one: a journey around the human body that melds art with science, fascinating to all.

~~A New Kind of Science~~ by Stephen Wolfram (creator of *Mathematica*). Like Kelly's **Out of Control**—but with the numbers put in. Flawed but fascinating.

~~Overcoming Gravity~~, Steven Low. The principles and practice of gymnastic exercise, analysed and integrated in a 600-page labour of love.

FITNESS AND HEALTH

~~Convict Conditioning~~ by Paul “Coach” Wade. *The* core text of progressive calisthenics: hero strength, zero gear. Sequels ~~Convict Conditioning 2~~ and ~~Explosive Calisthenics~~ go even further, but read this one first.

~~Get Strong~~ by Al and Danny Kavadlo. Two calisthenics experts take Wade's work further, with a life-affirming 16-week programme for supreme strength.

~~Kettlebell, Simple and Sinister~~. The gym-in-your-hand stripped back, by the man who popularised them in the USA, Pavel Tsatsouline. Swap the swing for the snatch when you're ready.

~~Complete Krav Maga~~, Darren Levine. A no-nonsense guide to the most no-nonsense of close-combat arts by America's top instructor. Also see his ~~Krav Maga for Beginners~~, ~~Black Belt Krav Maga~~, and ~~Krav Maga for Women~~.

SCIENCE MADE SIMPLE

~~Six Easy Pieces~~ and ~~Six Not-so-Easy Pieces~~ by Richard Feynman. The great physicist's lectures convey not only the ideas of science, but the joy of it.

The Selfish Gene and **The Extended Phenotype**, Richard Dawkins. The books on biology Auntie Ayn would've enjoyed.

Out of Control, Kevin Kelly. Brilliant account from a WIRED editor of how beautifully complex behaviours emerge from simple properties.

Engines of Creation by K Eric Drexler. Where technology was once going and may yet go. Also see his PhD writeup, **Nanosystems**.

The Five Ages of the Universe, Fred Adams and Greg Laughlin. A cold, hard look into the physics of the far, far, *far* future.

The Inflationary Universe, Alan Guth—another physicist, another incredible narrative, this time of what started on the B of Big Bang.

The Elegant Universe, Brian Greene—a glimpse into nature's true nature. (Sequels-of-sorts: **The Fabric of the Cosmos** and **The Hidden Reality**.)

FEATS OF FICTION

Ulysses, James Joyce. One day in Dublin, the greatest work of literature in English—perhaps in any language ever. Prep with **Dubliners**, then **Portrait of the Artist as a Young Man**; afterwards tackle **Finnegan's Wake**.

The Old Man and the Sea, Ernest Hemingway. A masterpiece of sequential writing, and precisely how your sales letter should read.

Moby Dick, Herman Melville. No more about whales than Zen is about, well, take a guess. And the **Bartleby** often bundled with it is almost as fun.

A Clockwork Orange, Anthony Burgess. Read it for the nadsat. You don't need to wade through Tolkien's turgidities to see how languages evolve.

The Spy Who Came In from the Cold, John le Carré. Few guns, fewer fists: the thriller as literature, by one of the greatest writers in the English language.

The Baroque Cycle, Neal Stephenson. A dense and wonderful masterwork interweaving centuries of physics, families, and famous figures. The box set is **Cryptonomicon**, **Quicksilver**, **Confusion**, and **System of the World**.

Blood Meridien, Cormac McCarthy. Forget *Gatsby*, *Mockingbird*, and *Catcher*: *this* is the Great American Novel. A feast of language slathered in blood—and one of fiction's great antiheroes in *The Judge*.

World War Z, Max Brook. On one level, a zombie novel. On another, an object lesson in fleshing out an imagined world from different viewpoints.

MFU by H.C. A wildly psychedelic stream of consciousness by an unknown author, and one of the first ebooks if you discount Gutenberg.

GRAPHIC NOVELS

100 Bullets, Brian Azzarello and Eduardo Risso. A beautifully paced and sequenced storyworld of morals, ending in the most perfect panel ever drawn.

Watchmen, Alan Moore and Dave Gibbons. *The* graphic novel: you can read it a hundred times and see something new. *Quis custodiet ipsos custodes?*

Understanding comics, Scott McCloud. Not a story, but an instructional text on visual storytelling *told* as a comic. Sequels **Reinventing Comics** and **Making Comics** are almost as entertaining.

Economix, Michael Goodwin and Alan Burr. The dismal science made straightforward in a fun format.

POETRY IN MOTION

Howl by Allen Ginsberg. The big noise of the Beats at his bestial best, singing a song to the sixties. Unlike anything else in verse.

Under Milk Wood by Dylan Thomas. A radio play for voices that somehow turned into great literature.

ODDMENTS

Fear and Loathing in Las Vegas, Hunter S Thompson. Actually, *anything* by Duke. He's mad, bad and dangerous to read.

Southeast Asia on a Shoestring. The classic guidebook didn't change when the world did: that yellow cover contains the true soul of backpacking.

Decline and Fall of the Roman Empire, Edward Gibbon. History told as the political thriller it is. Get the full set and read them *all*.

Strange Tales from a Chinese Studio, Pu Songling. Tall stories with odd pacing and orthographic quirks that give great insight into the Chinese mind.

The Annotated Alice, Martin Gardner. The mathematical reasoning in Lewis Carroll's tales explained as you go.

DK Guides. Beautifully illustrated guides to travel, architecture, nature, science . . . *hundreds* of them. Enjoy any that catch your eye.

Add to the above anything by Shakespeare, Dickens, Twain, Gabriel Garcia Marquez, Tom Wolfe, Salman Rushdie, Roald Dahl, P G Wodehouse, Spike Milligan, Hunter S Thompson, Elmore Leonard, John D McDonald, and the sci-fi anthologies edited by Gardner Dozois. A Kindle's all you need. And always read **The Economist**. It's the only magazine that matters.

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