



## 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 added to the author's life in some way, bringing joy and meaning to the business of six-figure freelancing. Criteria? Simple: they're the books with the most highlights and scribbles.

### WRITING AND CREATIVITY

**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 top advertising writers work, complete with campaigns. (There's an **Art Direction Book** and **Graphics Book** too.)

**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 most meaningfully.

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

**The Gonzo Papers**, Hunter S Thompson. Four volumes of collected newspaper and magazine articles sum up Duke: mad, bad, and dangerous to read.

### 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.

Anything by **Peter Drucker**. Really, *anything* by the thinker whose quote kicks off **100 Days**, **100 Grand**. A good start is **The Practice of Management**.

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

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

### PHILOSOPHY AND ALL THAT

**Atlas Shrugged** and **The Fountainhead** by Ayn Rand. Apocalyptic, didactic, and endlessly wonderful *romans à these* 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.

## **ON 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.

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

**The Four Tendencies**, Gretchen Rubin. Understand how you respond to expectations—both those you have of yourself *and* those others have of you.

Also know yourself with **Flow** by Mihaly Csikszentmihalyi, **Deep Work** by Cal Newport, and **Atomic Habits** by James Clear. Not so much guides to working smart as guides to happiness and satisfaction in life. See Appendix J.

## **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.

## **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. Adding to Darwin, these are 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**.)

Explore infinity from the B of Big Bang with Alan Guth's **Inflationary Universe**, the nature of nature with Brian Greene's **Elegant Universe** (sequels: **Fabric of the Cosmos** and **Hidden Reality**) and Adams and Laughlin's **Five Ages of the Universe** (the cold, dark physics of the far, *far* future). Michio Kaku's **Hyperspace** is a beautifully readable journey into higher dimensions.

## 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 science with art, 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 further, but read this one first.

**Street Workout**, Al and Danny Kavadlo. Calisthenics in its simplest, most joyous form. See also Al's **Raising the Bar** and their programme **Get Strong!**

**The Russian Kettlebell Challenge**, Pavel Tsatsouline. Escape from the “sad world of soft hands and namby-pamby lesser men”, with the man who brought the ‘bell West. Swap swing for snatch when you're ready.

**Complete Krav Maga, Krav Maga for Beginners, Black Belt Krav Maga, and Krav Maga for Women**. Top USA instructor Darren Levine's no-nonsense guides to the most no-nonsense of close-combat arts.

## 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.

**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*.

**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.

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

**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**.

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

## ODDMENTS

**Southeast Asia on a Shoestring**. The classic guidebook didn't change when the world did: Lonely Planet's yellow bible contains the true soul of backpacking.

The **Year's Best Science Fiction** anthologies edited by **Gardner Dozois**. Accept no substitutes: these are the stories that soar, selected for you.

**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*.

Peter Frankopan's **Silk Roads** is that rarest of things: a history without cultural or geographical biases. There's also a sequel, **The New Silk Roads**.

**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 Shakespeare's plays, Dickens' novels, Gabriel Garcia Marquez's short stories, and anything by Mark Twain, Tom Wolfe, Salman Rushdie, Roald Dahl, P G Wodehouse, Spike Milligan, Elmore Leonard, and John D McDonald. And read **The Economist**. It's the only magazine that matters.

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