

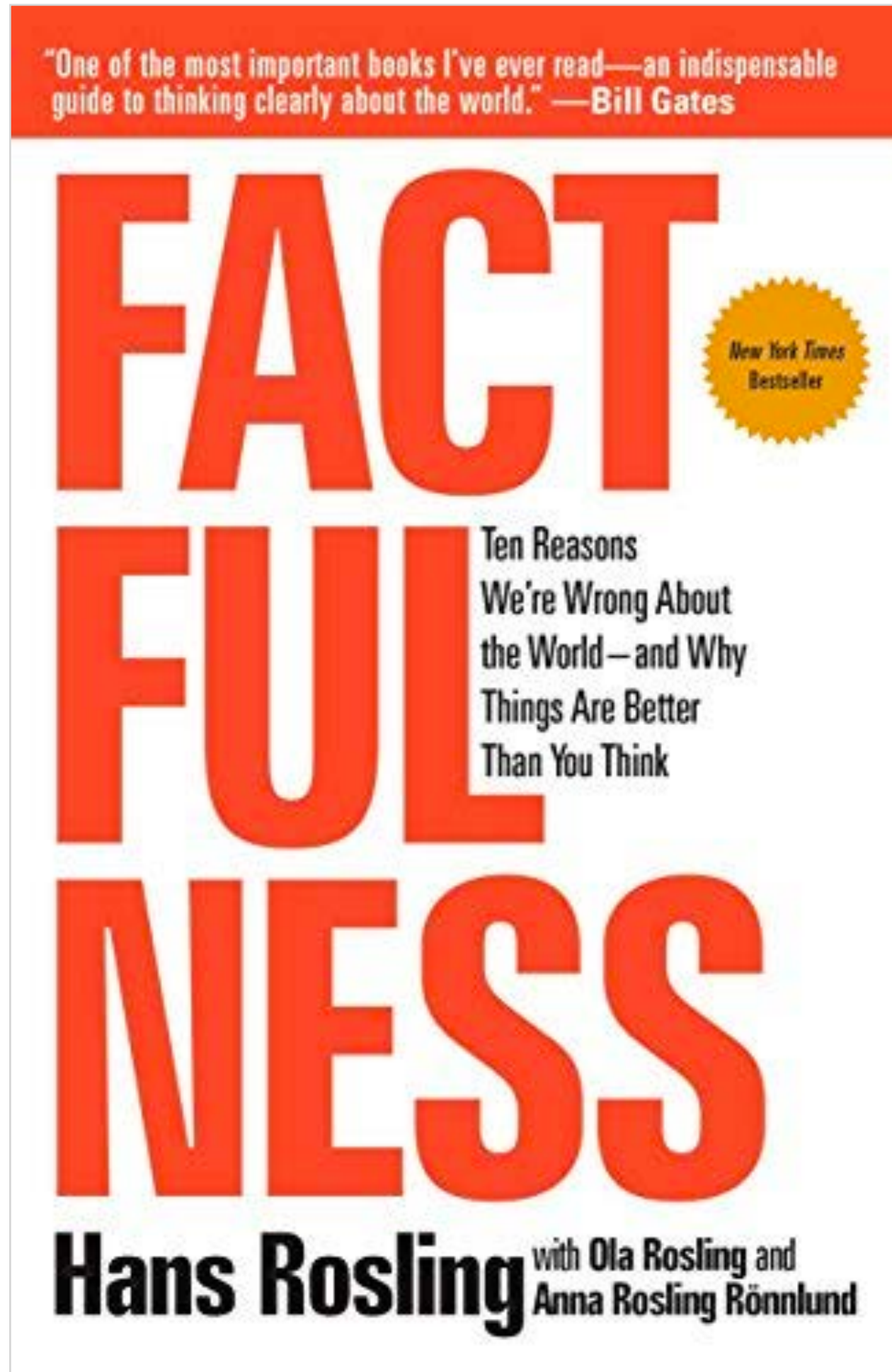
The Sound Reads

#001 | Fall + Winter 2019



Fall got you feeling like you just want to stay at home under the covers and read? Well snuggle up, ‘cuz here comes some Sound-er suggested reading*!

***Industry-related, but pre-vetted for not being boring, promise!**



Factfulness

by Hans Rosling

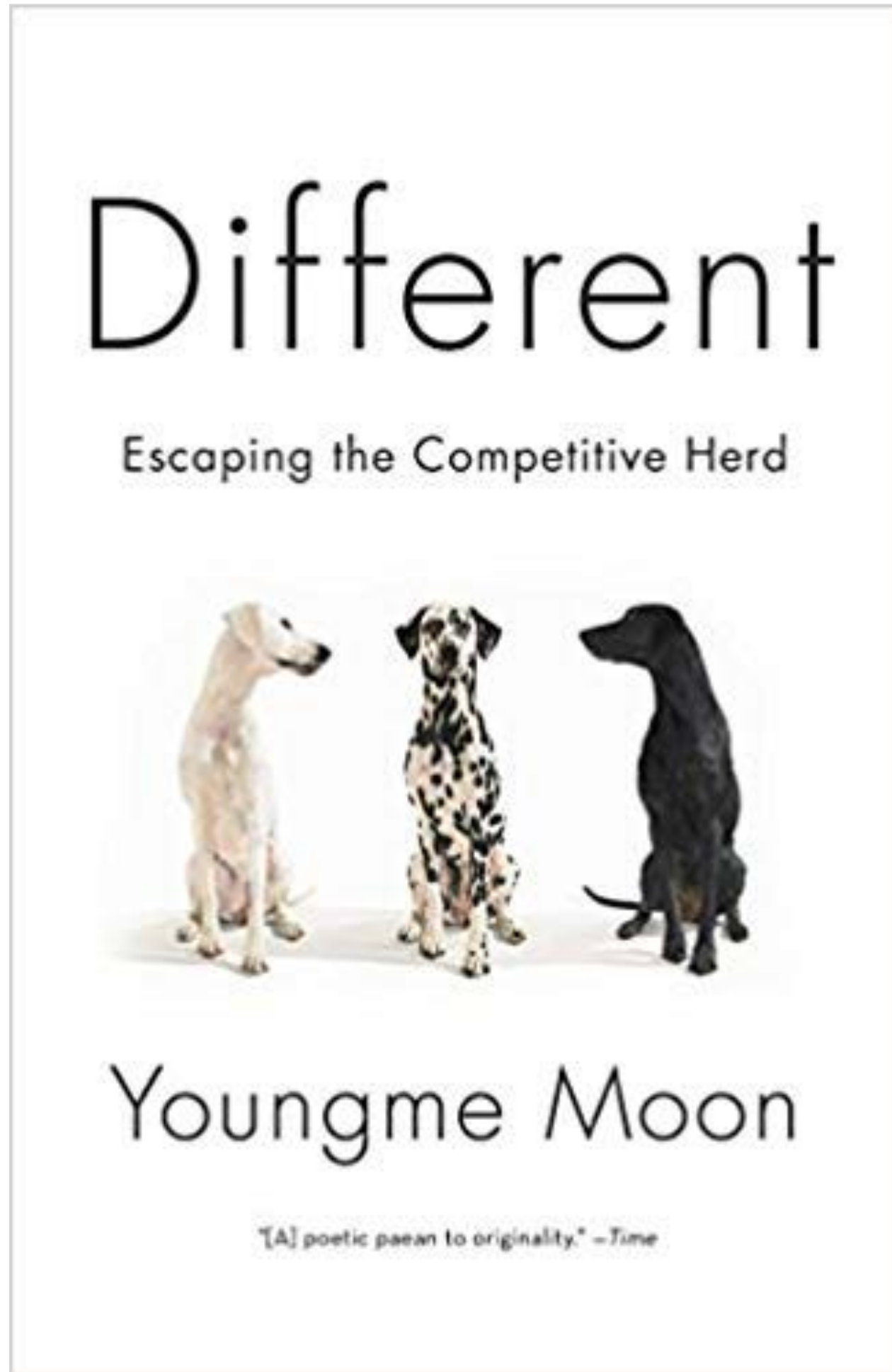
When asked simple questions about global trends—what percentage of the world's population live in poverty; why the world's population is increasing; how many girls finish school—we systematically get the answers wrong. In Factfulness, Professor of International Health and global TED phenomenon Hans Rosling offers a radical new explanation of why this happens. Our problem is that we don't know what we don't know, and even our guesses are informed by unconscious and predictable biases.

[Find on Amazon](#)

Simon says

"I highly recommend it. It truly made me stop and re-think my view of the world. I'd be very surprised if it didn't have the same impact on you."





Different: Escaping the Competitive Herd

by Youngme Moon

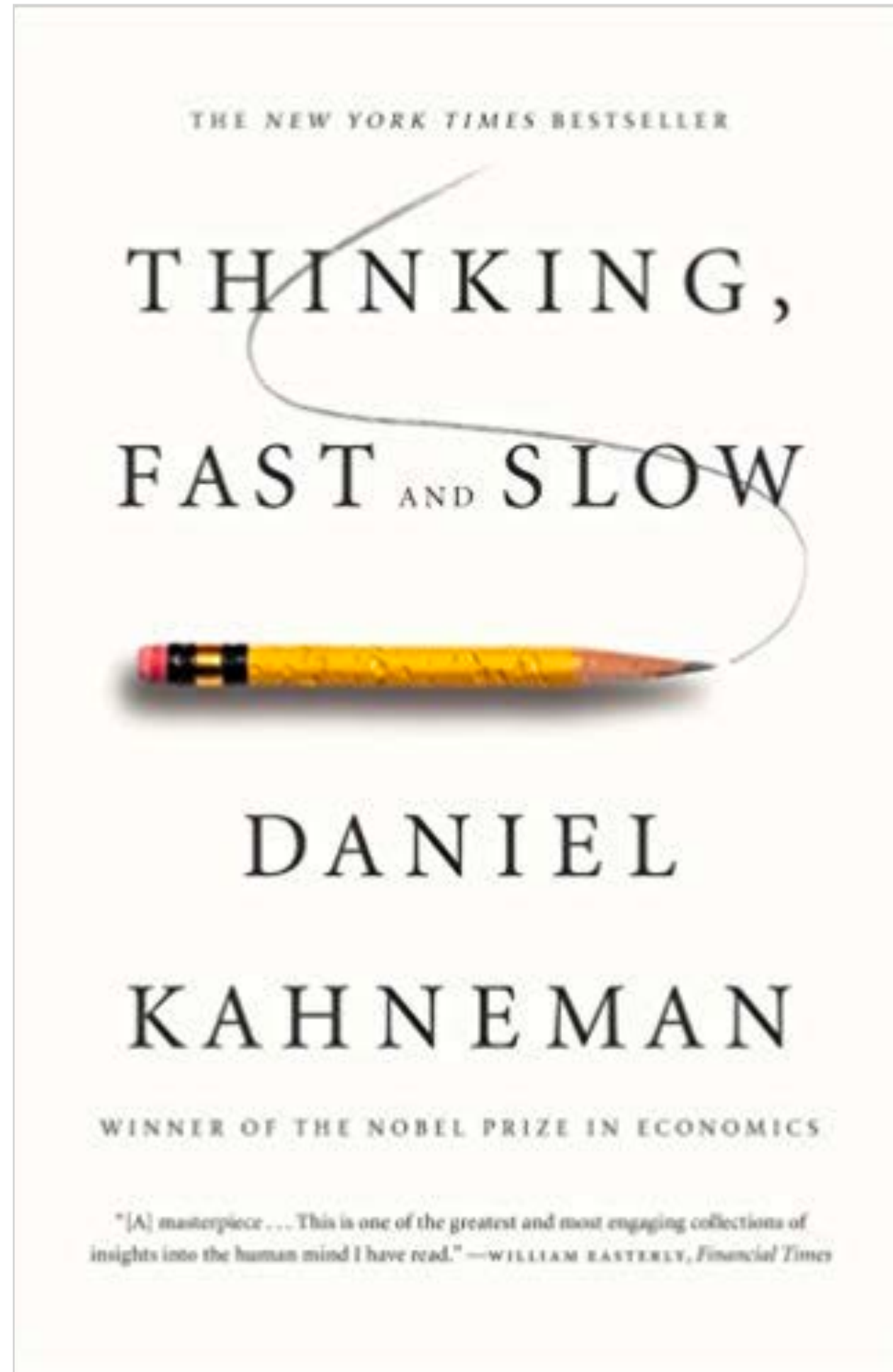
In today's world of overabundant consumer choices and superfluous apps, upgrades, add-ons, and features, brands have become nearly identical, as their efforts to outdo one another have pushed them into a dizzying herd of indistinct options. Youngme Moon identifies the outliers, the mavericks, the iconoclasts—the players who have thoughtfully rejected orthodoxy in favor of an approach that is more adventurous. Using her original research on companies such as IKEA and Google, Moon will inspire you to be counterintuitive and meaningfully different—to rethink your business strategy, to stop conforming and start deviating, to stop emulating and start innovating. Because to stand out you must become the exception, not the rule.

Find on Amazon

Caroline says

“I’ve even gone back to read it again
AND sent copies to clients!”



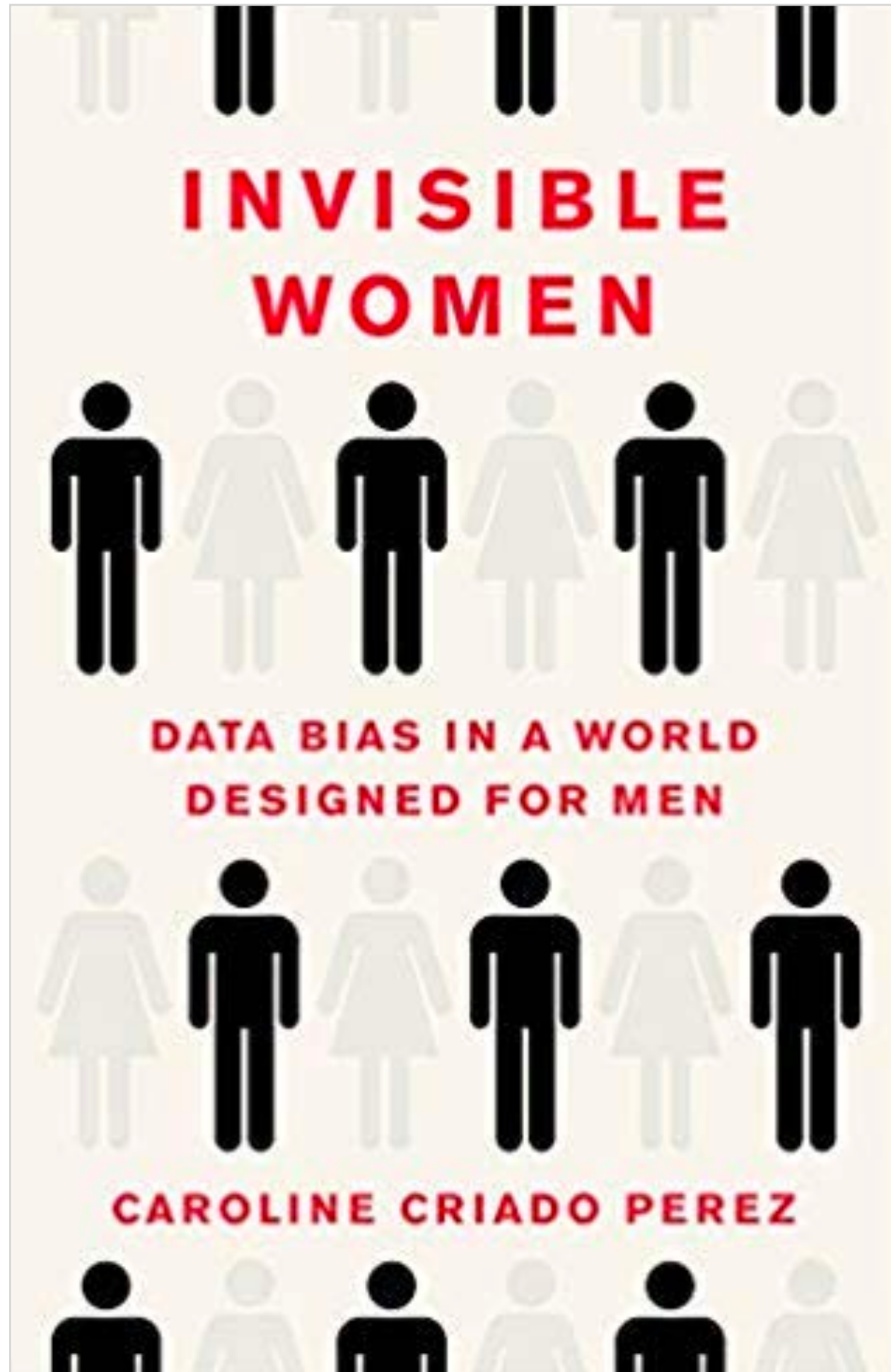


Thinking, Fast and Slow

by Daniel Kahneman

In the international bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. The impact of overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the profound effect of cognitive biases on everything from playing the stock market to planning our next vacation—each of these can be understood only by knowing how the two systems shape our judgments and decisions.

Find on Amazon



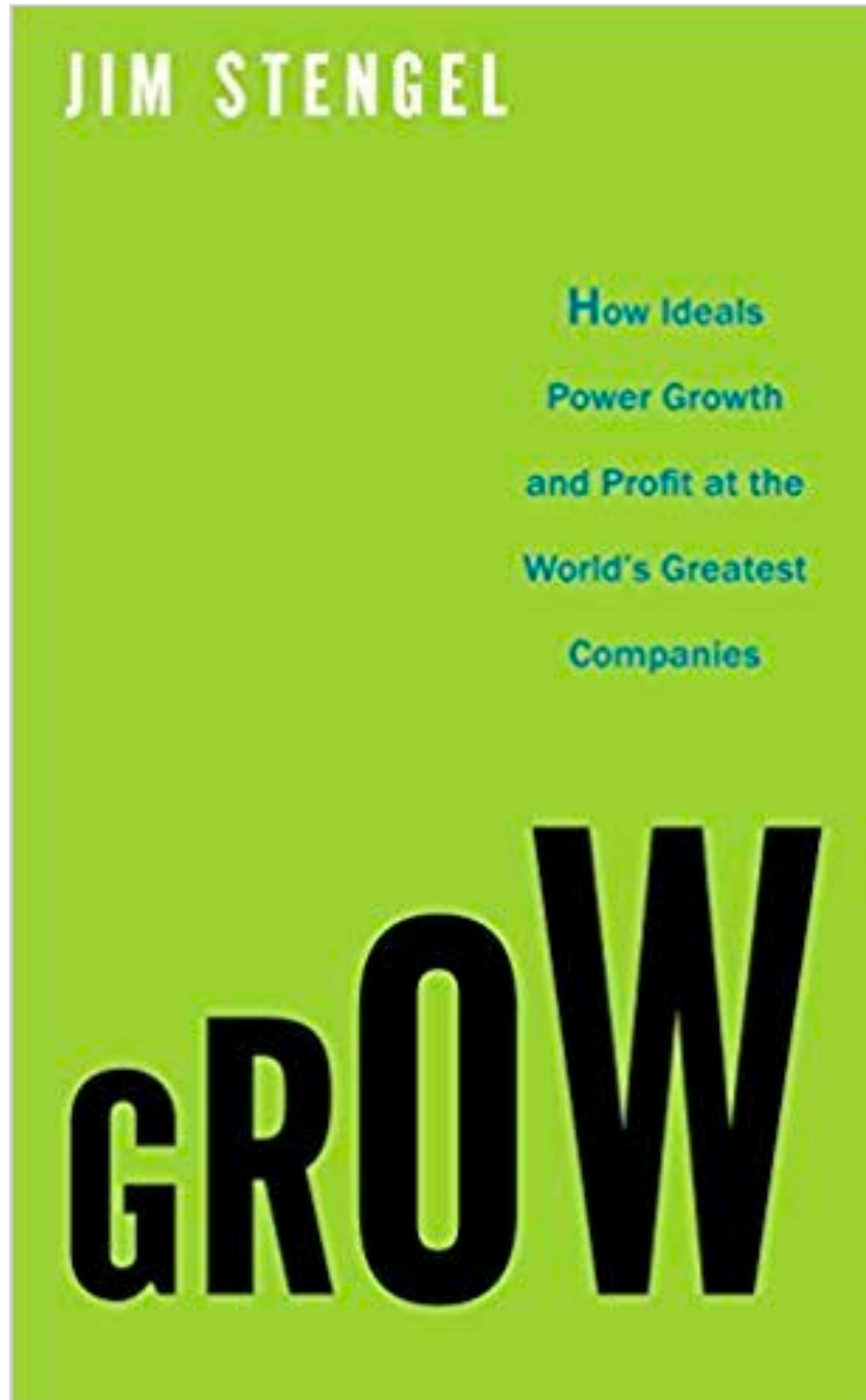
Click here to listen to the author talk about this book on the podcast 99% Invisible!

Invisible Women: Data Bias in a World Designed for Men

by **Caroline Criado Perez**

Data is fundamental to the modern world. From economic development, to healthcare, to education and public policy, we rely on numbers to allocate resources and make crucial decisions. But because so much data fails to take into account gender, because it treats men as the default and women as atypical, bias and discrimination are baked into our systems. And women pay tremendous costs for this bias, in time, money, and often with their lives.

Find on Amazon



Grow

by Jim Stengel

50 cases of brands successfully living up to their Purpose

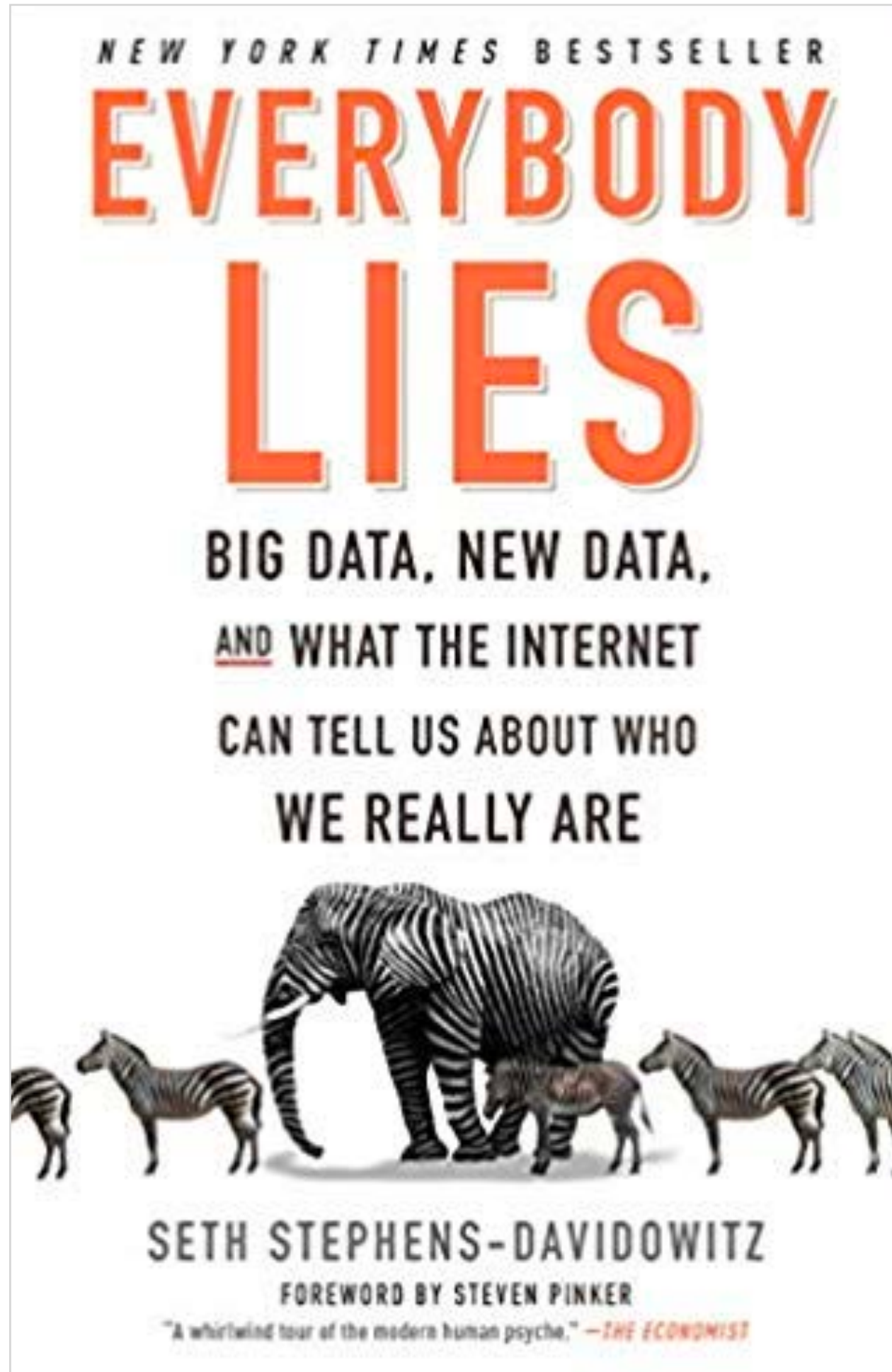
Pulling from a unique ten year growth study involving 50,000 brands, Jim Stengel shows how the world's 50 best businesses—as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent—have a cause and effect relationship between financial performance and their ability to connect with fundamental human emotions, hopes, values and greater purposes.

Find on Amazon

Kelli calls it

“The Brand Purpose Bible”





Critical voices are important too!

Everybody Lies

by Seth Stephens-Davidowitz

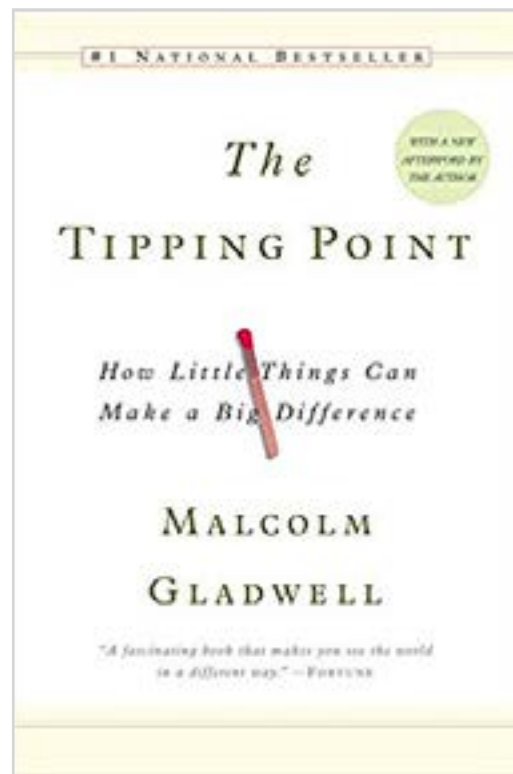
Big data, new data, and what the Internet can tell us about who we really are

By the end of an average day in the early twenty-first century, human beings searching the internet will amass eight trillion gigabytes of data. This staggering amount of information—unprecedented in history—can tell us a great deal about who we are—the fears, desires, and behaviors that drive us, and the conscious and unconscious decisions we make. From the profound to the mundane, we can gain astonishing knowledge about the human psyche that less than twenty years ago, seemed unfathomable.

Find on Amazon

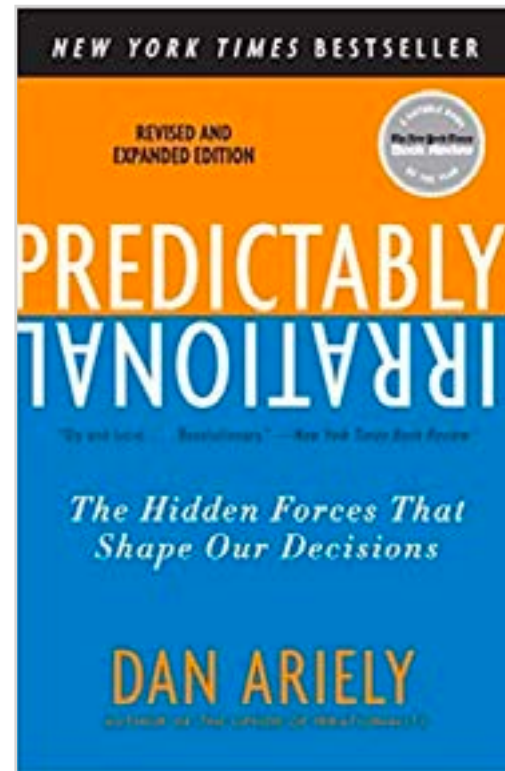


Grace's Corner



Anything written by **Malcolm Gladwell**

“Some people hate Malcolm Gladwell, but I really love him. He's not a behavioral economist, but like them, has a different perspective (more from a sociology, behavioral psychology lens) when explaining the world.”



Predictably Irrational: The Hidden Forces that Shape our Decisions | by Dan Ariely

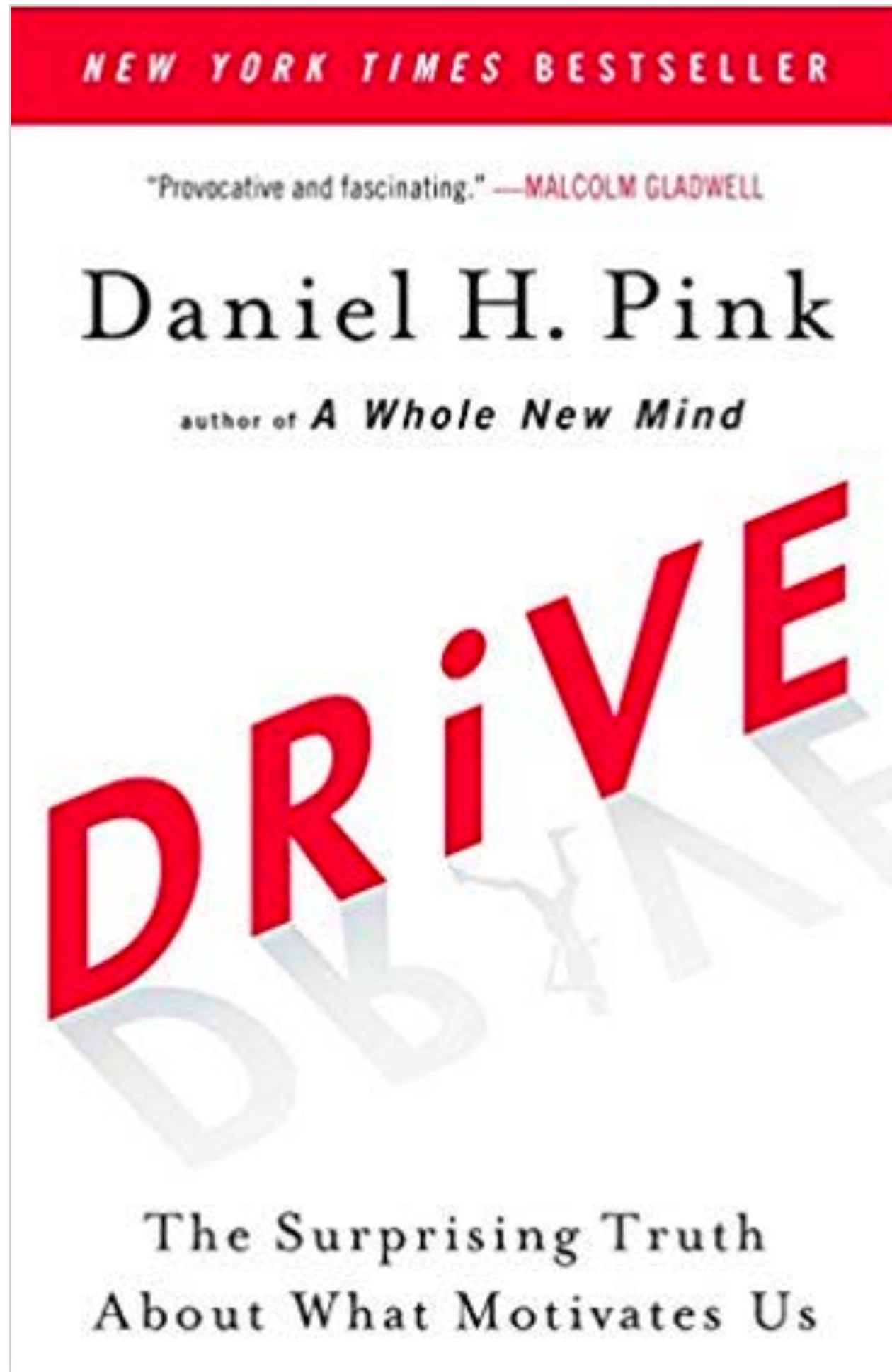
Why do our headaches persist after we take a one-cent aspirin but disappear when we take a fifty-cent aspirin? Why do we splurge on a lavish meal but cut coupons to save twenty-five cents on a can of soup? In this New York Times bestseller, Dan Ariely refutes the common assumption that we behave in fundamentally rational ways. From drinking coffee to losing weight, from buying a car to choosing a romantic partner, we consistently overpay, underestimate, and procrastinate. Yet these misguided behaviors are neither random nor senseless. They're systematic and predictable—making us predictably irrational. **Amazon**



A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas | by Warren Berger

Journalist and innovation expert Warren Berger shows that one of the most powerful forces for igniting change in business and in our daily lives is a simple, under-appreciated tool. Questioning--deeply, imaginatively, "beautifully"--can help us identify and solve problems, come up with game-changing ideas, and pursue fresh opportunities.

Amazon



Drive: The Surprising Truth About What Motivates Us

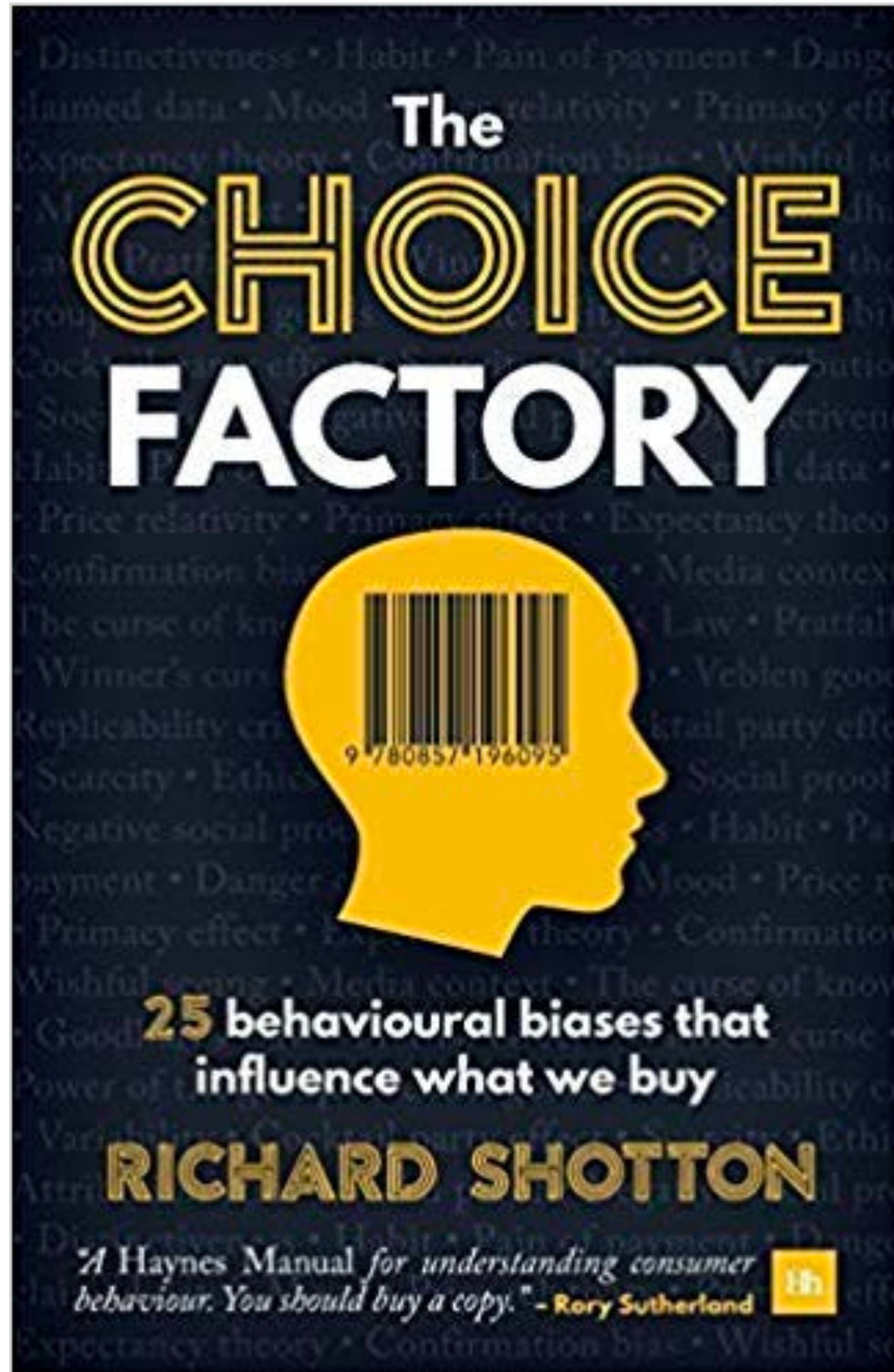
by Daniel Pink

Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink. In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world.

[Find on Amazon](#)

**Gets J-Ru's
Seal of Approval**





The Choice Factory: 25 Behavioural Biases That Influence What We Buy

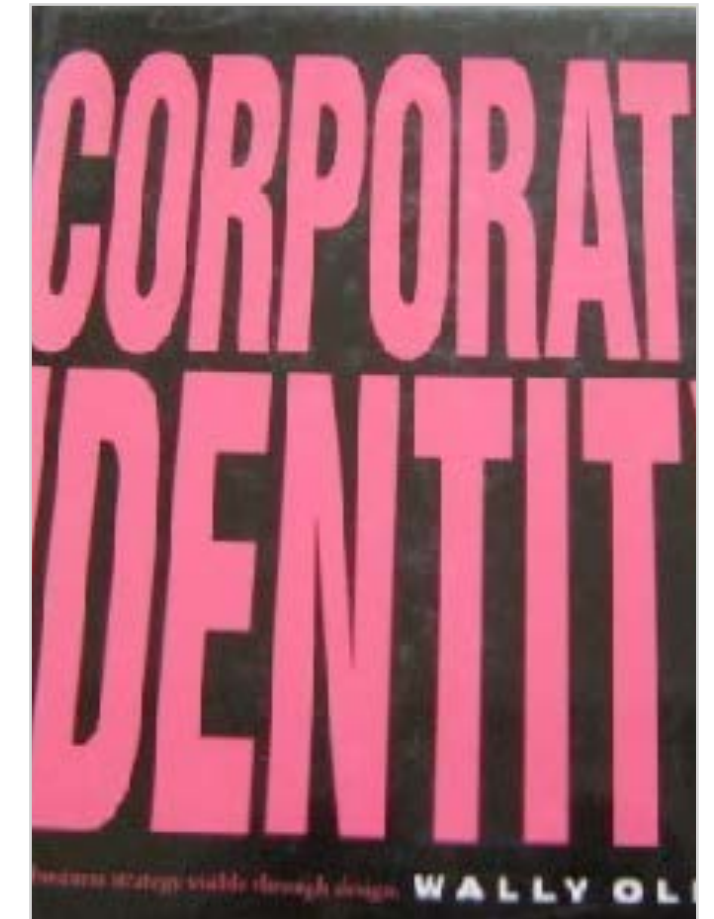
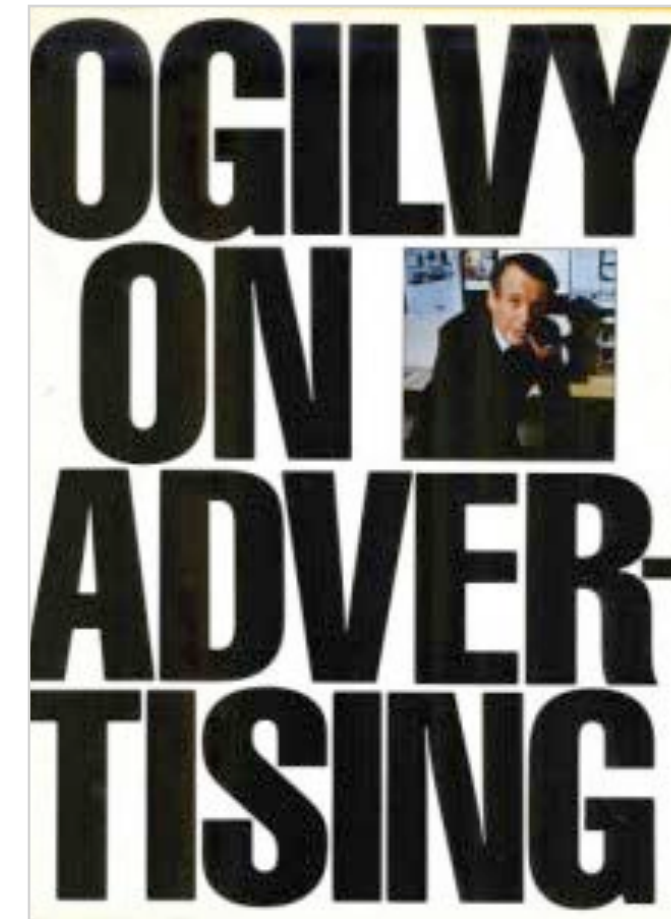
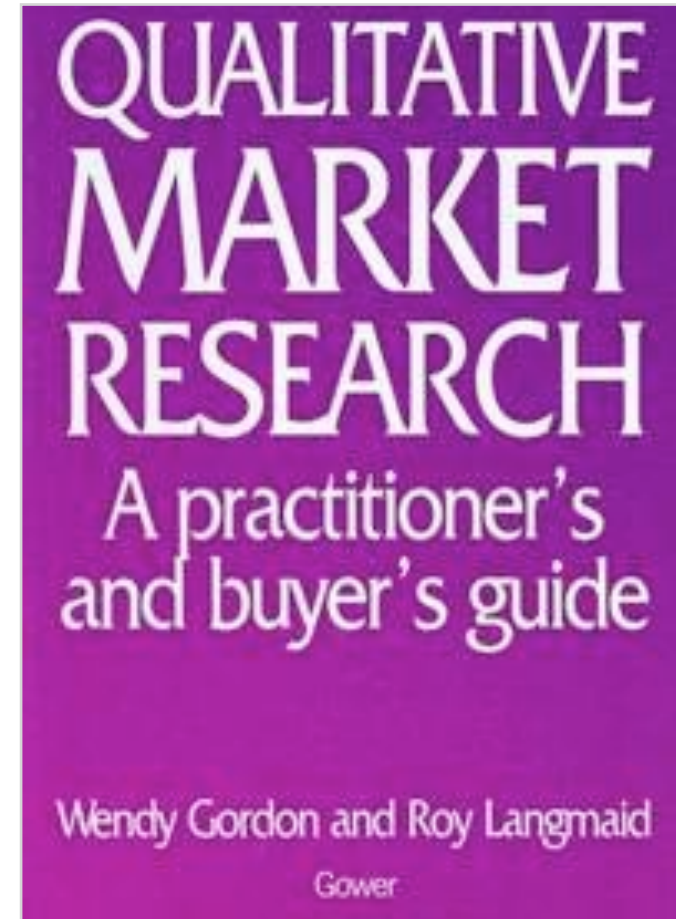
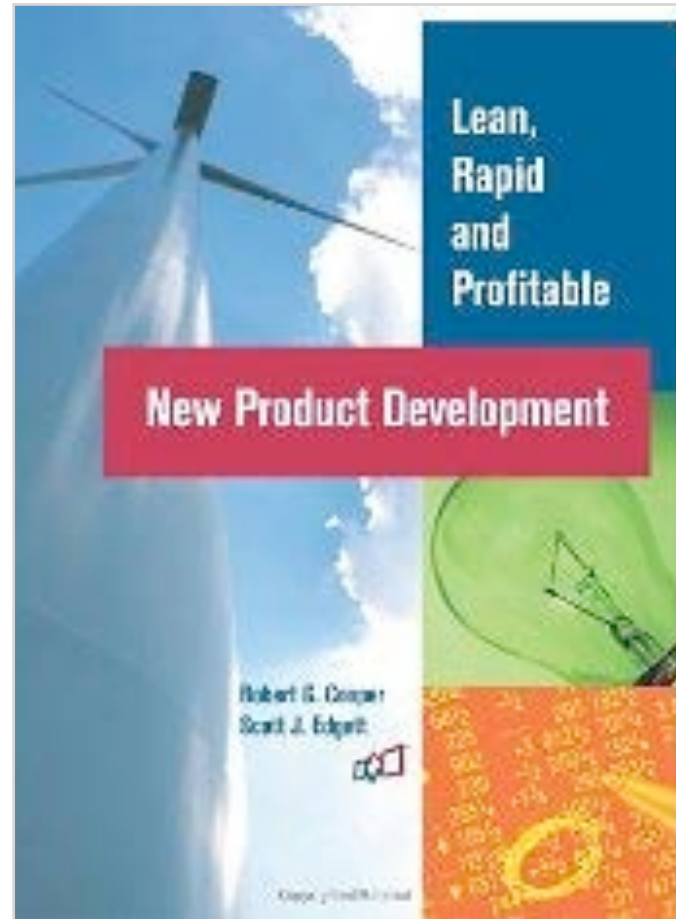
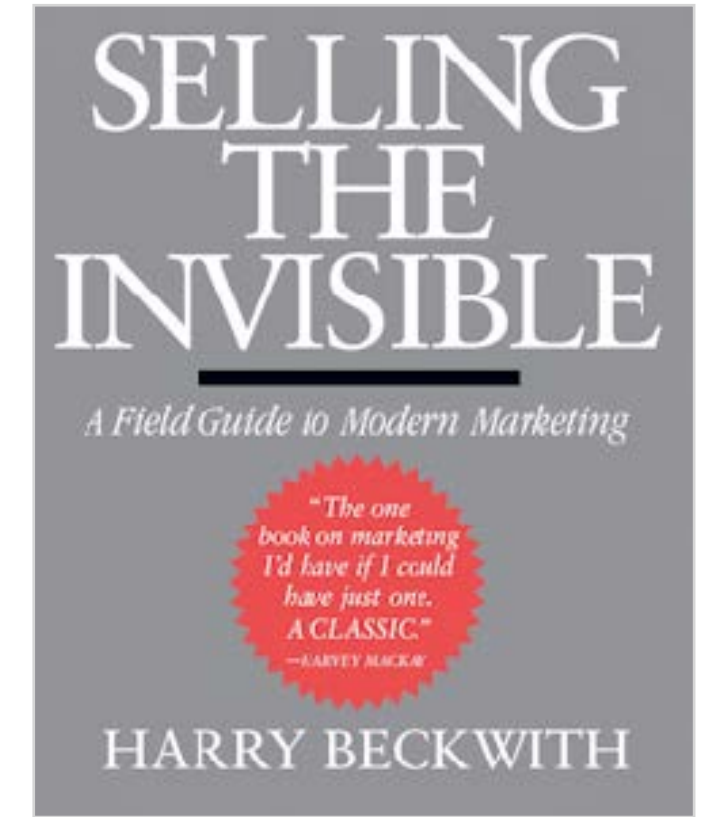
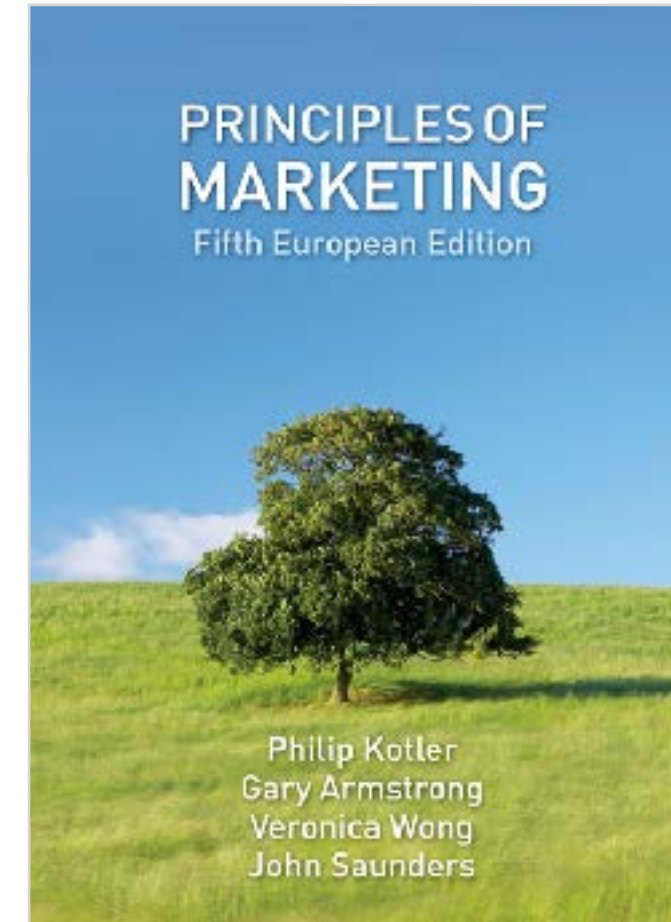
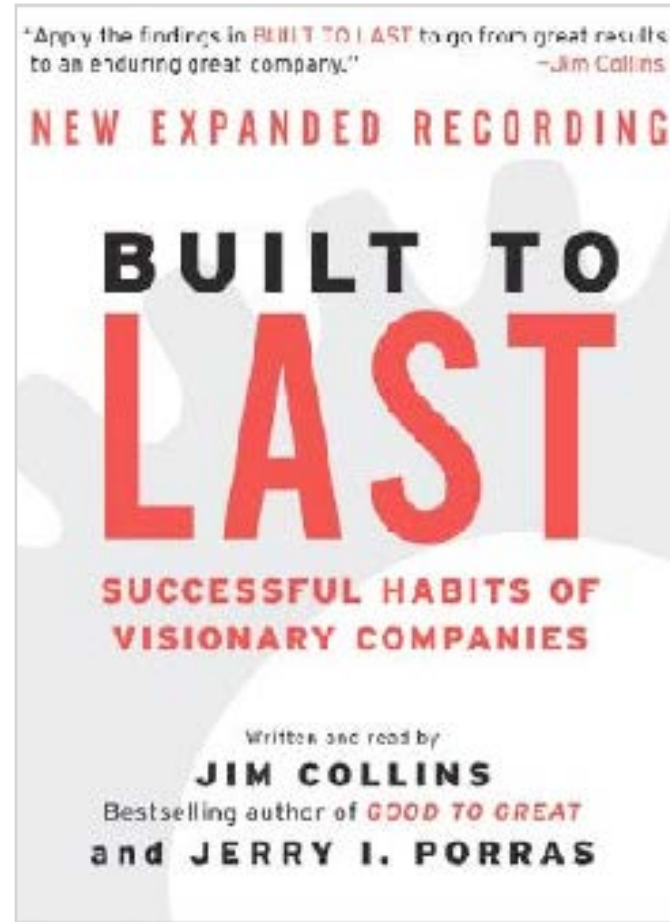
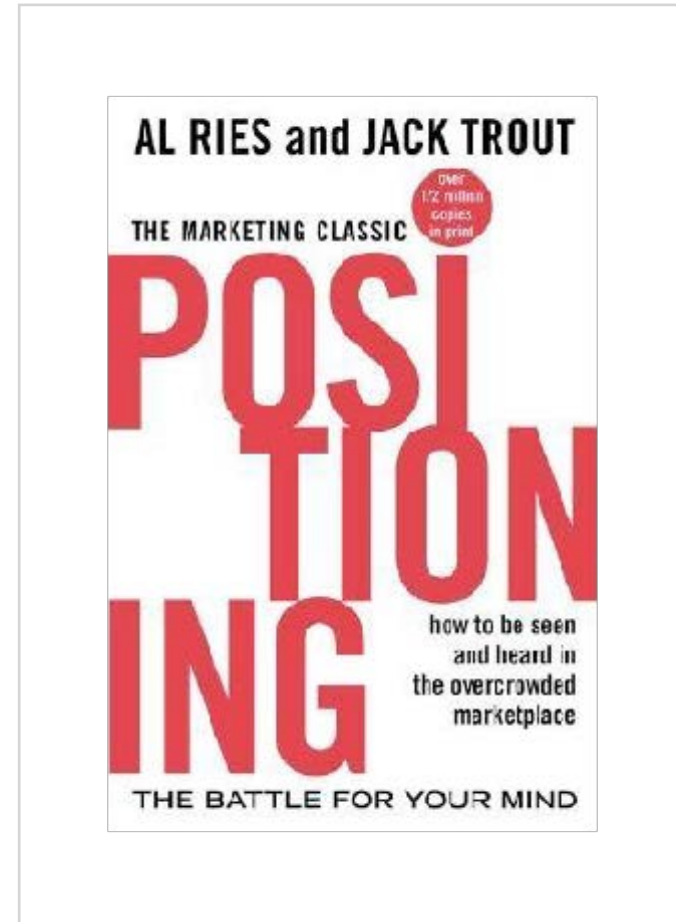
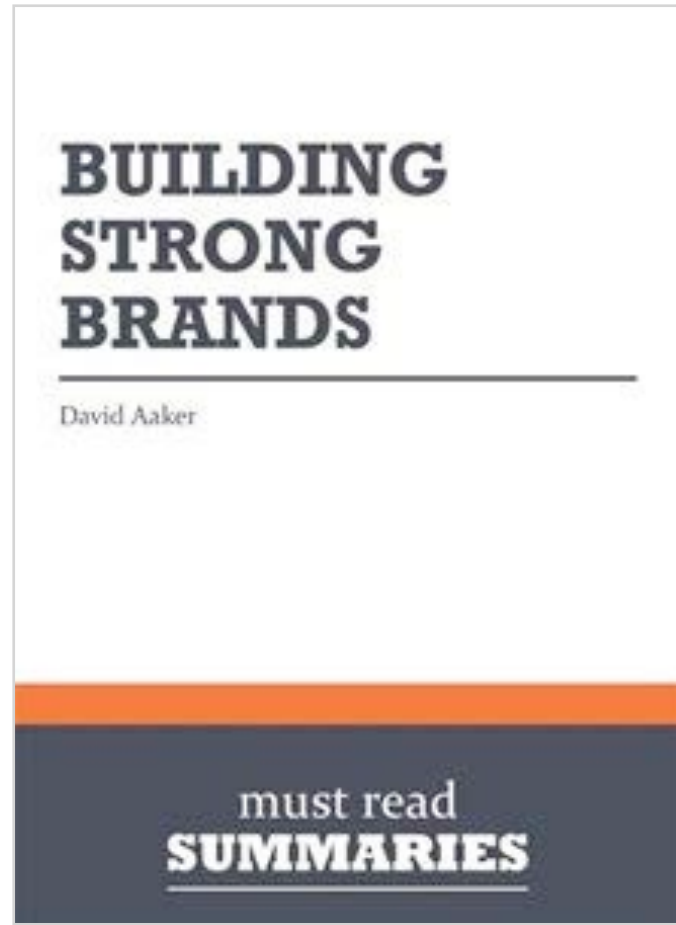
by **Richard Shotton**

Taking us through a typical day of decisions, from trivial food choices to life-changing career moves, *The Choice Factory* explores how our behaviour is shaped by psychological shortcuts. The focus throughout is the marketing potential of knowing what makes us tick. Shotton draws not only on academia, but also on analysis of ad campaigns and his own original research, supporting his discussion with insights from some of the smartest thinkers in advertising. *The Choice Factory* is an entertaining and highly-accessible read, with 25 short chapters, each addressing a cognitive bias and outlining easy ways to apply it to your own business challenges.

Find on Amazon



Simon





Happy reading!

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