



rp reads

The Classics

Drive, Daniel H. Pink
The 15 Invaluable Laws of Growth, John Maxwell
Tribes: We Need You to Lead Us, Seth Godin
Switch, Chip Heath & Dan Heath
Tribe of Mentors, Timothy Ferriss

Strategy

Start With Why, Simon Sinek
The Hero and The Outlaw, Margaret Mark
The Culture Code, Clotaire Rapaille
Truth, Lies & Advertising, Jon Steele
Ogilvy on Advertising, David Ogilvy

Tech

Artemis, Andy Weir
Kingpin, Kevin Poulsen

Copy

Writing Down the Bones, Natalie Goldberg
Bird by Bird, Anne Lamott
The Art of Writing Advertising, by many greats

Design

Forget all the rules you ever learned about graphic design, Bob Gill
In Progress, Jessica Hische
Paul Rand: Conversations with Students, Michael Kroeger & Paul Rand

Creativity

Originals, Adam Grant
Hoopla, CP+B & Warren Berger
Hey, Whipple, Squeeze This, Luke Sullivan
Imagine: How Creativity Works, Jonah Lehrer
Big Magic & Elizabeth Gilbert