

4/13/2010 Book List

Hey, I'm Glen Bradford. Odds are that you know who I am and what I've accomplished if you're reading this, so let's get on with how you can help yourself today. I openly admit that I don't know very much. Where do you think I get my ideas from? I spend my time learning from the greatest motivational thinkers that have actionable tasks that drive amazing results. As such, I figured I could spend some of my time building a reading list for those of you who want to make the most out of life. Remember, I can't help you unless you help yourself.

I want to make this list in such a way that based on your current understanding of how life works, you spend the least amount of reading time catching up to where you want to be. Yes, this is mostly self-driven. If you want it, go get it. Period. The best way to start is to ask yourself what you want, read my descriptions, and pick a book that is most in line with what you want.

Motivational

Dale Carnegie – How to win friends and influence people – Glen Rating: 10

This is a must read. This is more important than a high school education. If you want to make the most out of life, you are going to have to deal with people and this is the culmination of many years of trial and error and is still THE TIMELESS BESTSELLER.

Timothy Ferriss – The 4-Hour Workweek - Glen Rating: 10

This is a book that helped me see that school and institutions encourage like-minded thinking. You can make a living or make a fortune, and the choice is yours. But, to make a fortune you are going to have to go against worldly wisdom. Indeed, common sense is uncommon. If nothing else, school teaches you to be an employee and not to be rich.

Gerald A. Michaelson – Sun Tzu: The Art of War for Managers; 50 Strategic Rules

This gets you in the frame of mind that the world is for the taking and enables more of a situational awareness attitude about what's going on around you. Question everything, take nothing for granted, and you only learn through trial and error, unless you're smart enough to learn from reading other people's stories, which I'm usually not.

Investor Psychology

Clark Winter – The Either/Or Investor

Basically, this confirms several cognitive biases. To be honest, you can teach these to yourself, but it's a lot easier to learn from examples for most people. Clark does a good job of helping you understand the general principles of opportunity cost.

Mark Tier – The Winning Investment Habits of Warren Buffett and George Soros

There's no better way to see things than from the perspective of some of the most successful investors in our time. George Soros' strategy in a nutshell is find a water spigot and put your bucket under it until it turns off. Buffett's strategy in a nutshell is skate to where the puck is going to be.

SuperInvestors – Buffett

Warren Buffett wrote this. For the sake of argument, he hasn't written much. That which he has written should be taken very, very seriously. The basic premise here is that you, yes you, yes the you that is reading me write this, you can achieve mind boggling results if you follow the right principles.

Resources: <http://www.glenbradford.com/Buffettology101.pdf>

http://en.wikipedia.org/wiki/List_of_cognitive_biases

Seth Klarman – Margin of Safety Risk-Averse Value Investing Strategies for the Thoughtful Investor

This is a supplement that you should read after you read Buffettology by Mary Buffett. It's also good to review alongside Security Analysis by Ben Graham and David Dodd. This goes into some investment concepts that I skipped.

How to Value a Company

Joel Greenblatt – The Little Book that Beats the Market

The one book you should read to see if you are even remotely interested in stocks is The Little Book that Beats the Market by Joel Greenblatt. If that doesn't excite you, nothing will.

Mary Buffett – Buffettology

This is the book I read after working with my mentor in order to begin to visualize things more like Buffett. I've also used his partnership agreements from this book in real life. If you want to understand companies like Buffett does, this is the way to price them.

John Lux - How to Find a Home Run Stock

I met John Lux in person after he sent me his book. For the most part, when I read his book, I told my dad that if I ever felt the need to write a book, that need has vanished because someone already wrote it for me.