

Presentation by Sarah Bagby  
Watermark Books & Café-owner  
At the Sunrise Scrambler hosted by  
Wichita Chamber of Commerce  
Kansas Sports Hall of Fame  
Wednesday, October 19, 2016

# Books Mean Business

# Three paths of Inspiration

- Money
- Behavior
- Success Stories

# Money

- Investment guides
- Finance and access to capital
- Business plans
- Strategies for spending and saving
- Budgeting and cash flow
- Productivity
  - ROI
  - Management of resources



*"If we're being honest, it was your decision to follow my recommendations that cost you money."*

Ed  
Curn  
COLLECTION

# Money—Investment philosophy

**Warren Buffett's  
Ground Rules:  
Words of Wisdom  
from the  
Partnership Letters  
of the World's  
Greatest Investor**  
by Jeremy C. Miller



**JEREMY C. MILLER**

# Behavior

- Managing people
- Corporate culture survival skills
- Managing expectations—both your own and those of others
- Balancing work and life
- Negotiating skills
- Developing habits of success
  - Adapting to changing technologies
  - Happiness
  - Finding a mentor
  - Helping others

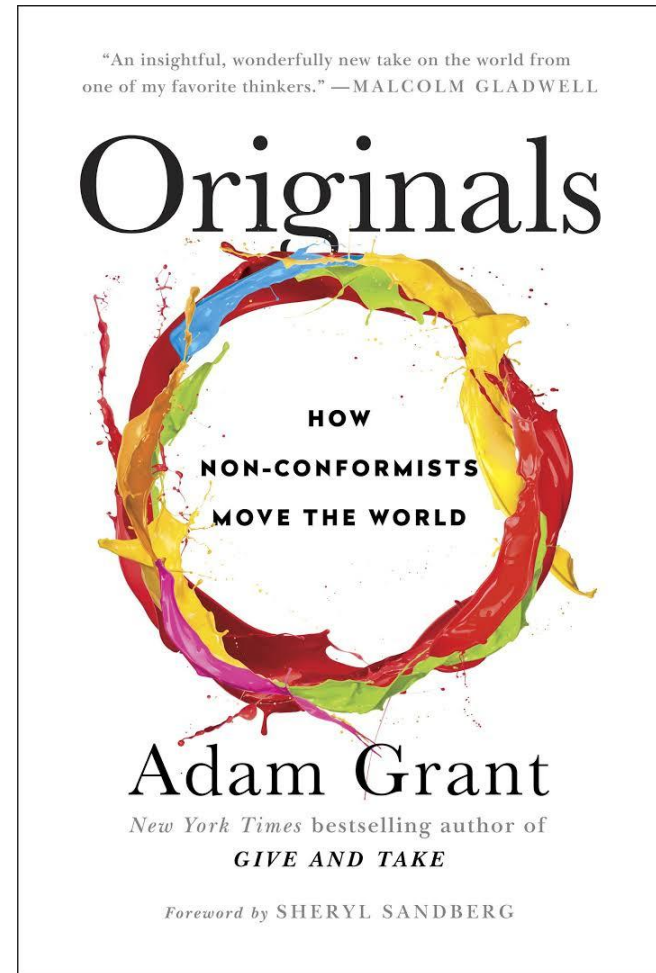


*"No, Thursday's out. How about never—is never good for you?"*

# Behavior—Think for yourself

## Originals: How Non-Conformists Move the World by Adam Grant

Wharton's top rated teacher is also a conversational writer; one feels one is chatting with the author over coffee.





# Success & Biographical Stories

- Biographies
- Corporate history and philosophy
- Guides for how to build a successful infrastructure
- Developing a corporate environment
- Building long-term goals and adapting to changes in markets and technology
- Advancing a company to the next stage

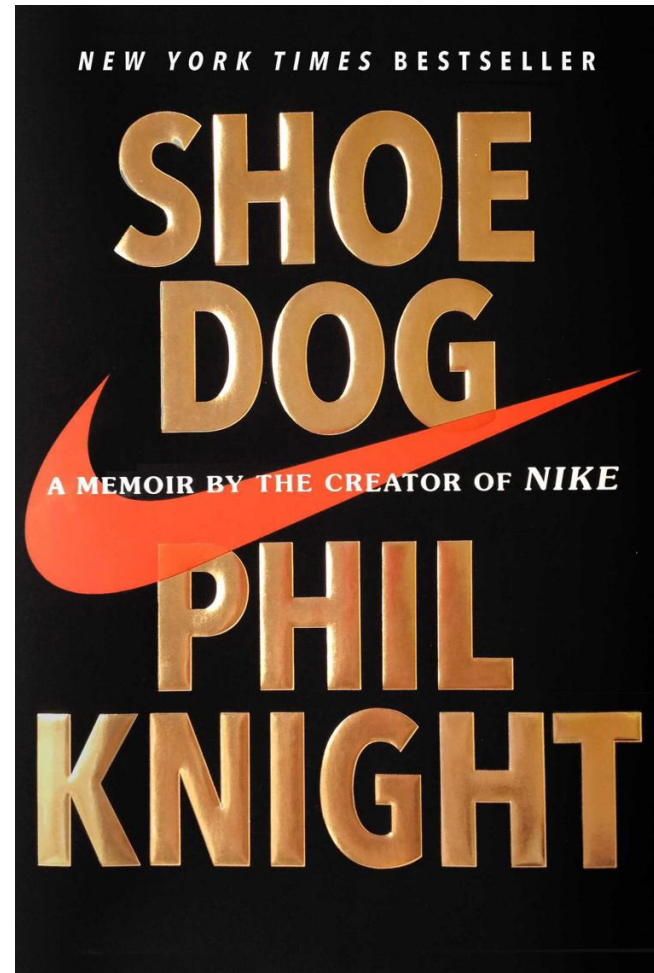


*"We're a cable giant, you're a cable giant.  
Together we can be a giant cable giant."*

# Success in an Organization

## Shoe Dog: A Memoir by the Creator of Nike by Phil Knight

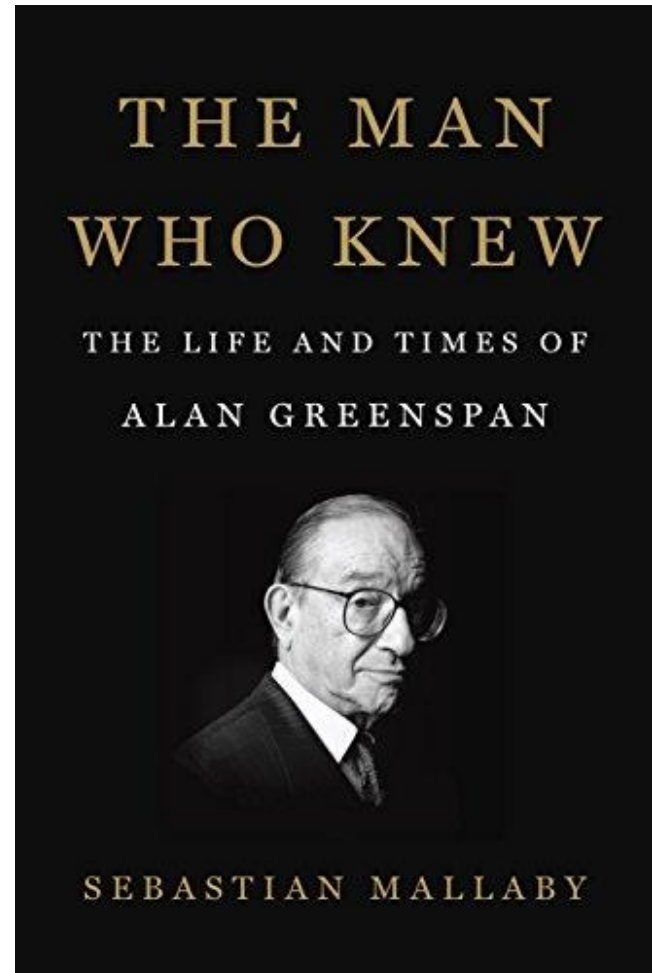
Twenty-four years old, backpacking through Asia and Europe and Africa, wrestling with life's Great Questions, Knight decides the unconventional path is the only one for him. Rather than work for a big corporation, he will create something all his own, something new, dynamic, different.



# Business Biography

## The Man Who Knew: The Life and Times of Alan Greenspan by Sebastian Mallaby

Story of Greenspan's rise to power is also the story of modern finance for good and ill.



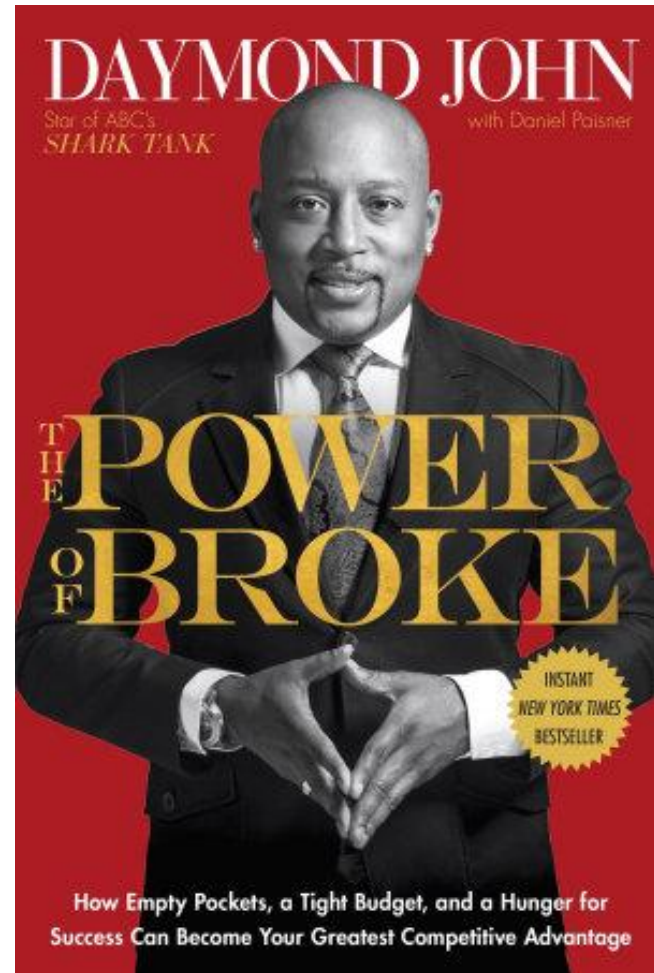
# The REAL truth lies in Fiction

- **Atlas Shrugged by Ayn Rand:** *The Classic novel of capitalism.* Although she considered herself primarily a fiction writer, she realized that in order to create heroic fictional characters, she had to identify the philosophic principles which make such individuals possible.
- **The Last Days of Night by Graham Moore:** *A thrilling novel based on actual events, about the nature of genius, the cost of ambition, and the battle to electrify America.* Dawn of electricity New York, 1888. Gas lamps still flicker in the city streets, but the miracle of electric light is in its infancy. The person who controls the means to turn night into day will make history and a vast fortune. A young untested lawyer fresh out of Columbia Law School, takes a case that seems impossible to win.
- **And Then we Came to the End by Joshua Ferris:** *With a demon's eye for satiric details* that make life worth noticing, Joshua Ferris tells a true and funny story about survival in life's strangest environment--the one we pretend is normal five days a week.

# Chamber Annual Meeting Speaker

## The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage by Daymond John

With no funding and a \$40 budget, Daymond had to come up with out-of-the box ways to promote his products. Luckily, desperation breeds innovation,



Thank You