

BROYHILL BOOK CLUB

Summer 2022



about the BROYHILL BOOK CLUB

The Broyhill Book Club was born in 2015 with the simple idea that less time in front of the screens meant more time for independent thought and deep work. I set out with a goal of reading one book per week in an attempt at shifting my lifestyle away from online diversions and optimizing return on time invested. As it turns out, substituting television for an Amazon Kindle has extraordinary implications for mindfulness and clarity of thought. All good investors appreciate the need to read extensively, but few recognize the benefit of reading broadly. The temptation to click on every email notification or enticing “breaking news” story too often leads us down a never-ending Google rabbit hole. The art of focus is lost in the 21st century. Instead, we spend the majority of our time in front of the screens erratically chasing the latest headlines rather than adopting a more attentive and comprehensive approach to learning.

The Roman Stoic philosopher Seneca described a well-ordered mind as one able to remain in a single place and linger among a limited number of master thinkers. “So you should always read standard authors; and when you crave a change, fall back upon those whom you’ve read before...and after you have run over many thoughts, select one to be thoroughly digested that day.”

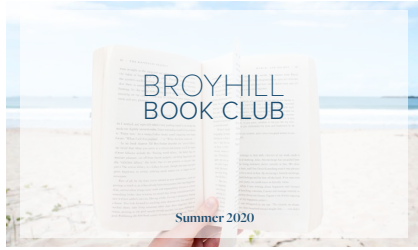


ALL KNOWLEDGE IS CUMULATIVE. SUCCESSFUL INVESTORS COMPOUND THEIR WISDOM THROUGH BROAD READING OVER A LIFETIME.

The following pages outline our reading journey over the past year. As always, we enjoy the journey just as much as sharing what we've learned with friends. Clients of Broyhill are welcome to choose one book for their own library — it's our way of saying "thank you" for giving us the motivation to come into the office every morning smarter than the previous day. In addition to this year's journey in the pages that follow, you can view previous editions of the Broyhill Book Club, by clicking the images below.



2021



2020



2018

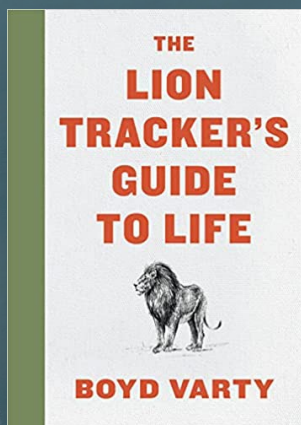


2017



2016

BOOK OF THE YEAR



Tracking is a doorway into a flow state. Flow is a psychological state defined as full engagement in a task. It is the place where the lions and the track and the tracker become one seamless unfolding . . . The trail is like a beautiful obsession. I feel drawn to it.

Track what makes you feel good and bring more of it into your life. Notice what makes you feel lousy and do less of it.

I know that fear has something to teach me. I know that one of the great dangers of my life would be to live without danger. In our encounters with the edges, we come to know ourselves more deeply. Fearfulness is the most common state in a life that asks for no real courage.

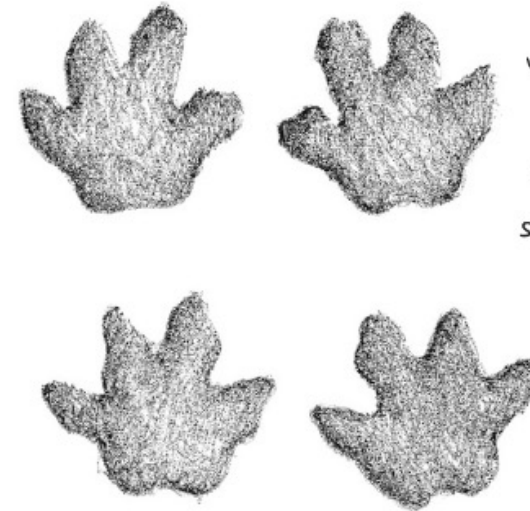
Boyd Varty is the author of two books - both of which are filled cover to cover with beautiful language and imagery - [The Lion Tracker's Guide to Life](#) and his memoir, [Cathedral of the Wild](#). He has spent the last decade in South Africa, refining the art of using the wilderness for deep introspection and personal transformation, on the Londolozi Game Reserve. Under his family's stewardship, the Reserve became renowned as a sanctuary for animals and a place where the human spirit could be restored. When Nelson Mandela was released after 27 years of imprisonment, he went to Londolozi to recover.

I read *The Lion Tracker's Guide to Life* on a flight home from Dallas earlier this year. Upon landing, I wrote Boyd a handwritten note, ordered a hardcover for the library, another for Lucca when he's old enough to appreciate it, and sent the following email to a few of my closest friends: "*Dude. You and me. Let's do THIS. Trust me - pick this book up now and let's make a plan to get it scheduled in the next year or two. Otherwise, I'm flying solo. Make it happen!*"

BOOK OF THE YEAR

The motto of a great tracker is, “I don’t know where we are going, but I know exactly how to get there.” It’s an equally applicable motto for a great life. Tracking is a narrative that can help us navigate and reimagine life. The lesson is more about discovery than about being correct. On the trail, there is not one way; the only mistake is not to choose. It’s about the journey, not the destination.

Trails can be like life in that way. One minute you are clear on a path, and the next instant, it’s gone. But losing the track is not the end of the trail. It’s the beginning of a new journey, an invitation to the unknown. It’s an opportunity to open our focus, to refine where we look. It’s a process of elimination, inquiry, confirmation; a process of discovery and feedback; a ritual of focused attention. In other words, it’s akin to the journey that accompanies our investment process.



Obsessed with perfection and doing it right, we want to go straight to the “lion.” We don’t realize the significance of the path of first Tracks and how to be invested in a Discovery rather than an Outcome.

The art of the way the tracker sees is the way he can look at the thing he has seen a thousand times and always see something new.



FRIENDS OF BROYHILL

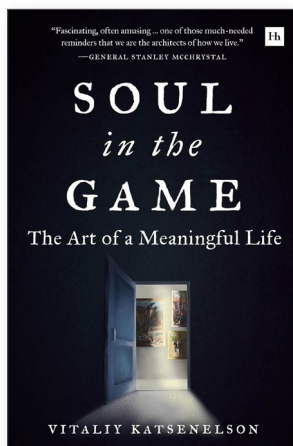


“YOU ARE THE AVERAGE OF YOUR FIVE CLOSEST FRIENDS. THE PEOPLE YOU SURROUND YOURSELF WITH WILL EITHER PULL YOU UP OR SINK YOU TO THEIR LEVEL.”

- Vitaliy Katsenelson (and variations from several others)

This year, two very different friends published two very different books. But both the books and the friends have more in common than what one might first suspect. The first of these friends is a deep value investor, born in Russia and now living in Denver, Colorado. The other is a venture capitalist, who grew up in the suburbs of NJ (where we went to high school together) and now lives in Park City, Utah.

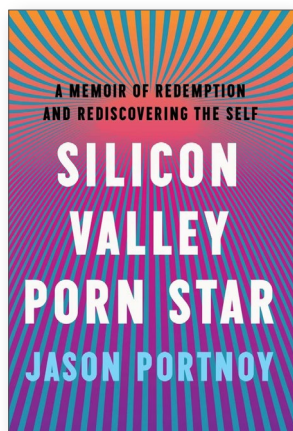
FRIENDS OF BROYHILL



SOUL IN THE GAME

Vitaliy is one of the most prolific writers in the industry. His superpower is his unique ability to communicate complex financial concepts in an incredibly light and warm manner through the power of story and the simplicity of analogy. I feel incredibly fortunate to call him a friend after nearly ten years together at his annual conference, ValueX Vail, as well as countless dinners together over the years with family and friends. (My presentation at this year's conference is available [here](#).)

While Vitaliy's first books were more finance-focused, [Soul in the Game](#) offers much more wisdom from one of life's greatest students, though this book has plenty of insights about investing, too.



SILICON VALLEY PORN STAR

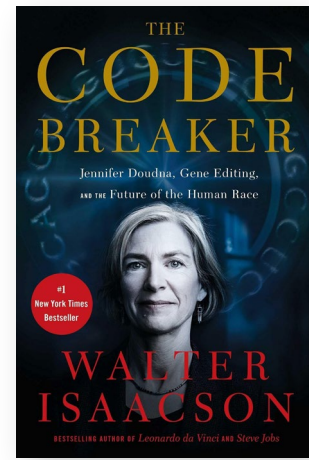
Jason is an old high school friend, who began his career in the early days of PayPal during the heyday of the internet bubble, working alongside legends in the industry like Peter Thiel and Elon Musk. After PayPal was acquired by eBay, Jason served as CFO of Clarium Capital (Peter's hedge fund) and Palantir, before launching his first venture fund.

When I learned Jason was writing a book, I had naturally assumed it was another "Silicon Valley story," and while that may be partially true, I can assure you that his story is not at all what you'd expect. It's a universal story of pain, self-medication, and self-reflection, that evolves out of early childhood experiences through the annals of addiction, pornography, and sex. We could all benefit from having even a smidgen of Jason's courage to face our demons. You can get a glimpse of his story through his recent interview with Tim Ferriss [here](#).



BEACH READING

As a general rule, I try to read any biography published by Walter Isaacson. His portrait of Steve Jobs offers an insight into the mind of a creative genius. But nowhere does he bring a biography to life like he did for [Leonardo da Vinci](#), whose story shows us how nurturing a childlike curiosity along with careful observation and a playful imagination can connect the fields of art and science.



THE CODE BREAKER

This book is part biography and part detective story, rife with moral questions around gene editing. Reading it made me want to become a scientist. It may be too late for me, but we can hope that this book has a similar impact on the next generation before they go chasing careers at McKinsey. Rather than learning how to code for advertising dollars, we'd be better served if our kids fathomed the code of life, which is more than just useful. It's inspiring and joyful for those lucky enough to maintain a childlike curiosity – the common link across all of Isaacson's biographies.

The invention of CRISPR arose from the discovery of the fundamental kernel of our existence: the gene. Over a century later, the gene-editing tool developed by Jennifer Doudna in 2012 would be a critical component of the vaccines currently battling COVID. Her life story - as a researcher and Nobel Prize winner – is another example of how the key to innovation is curiosity about basic science. As Isaacson demonstrates, “curiosity-driven research into the wonders of nature plants the seeds, sometimes in unpredictable ways, for later innovations.” Or as Jobs famously explained, “Curiosity is just connecting things.”



BEACH READING



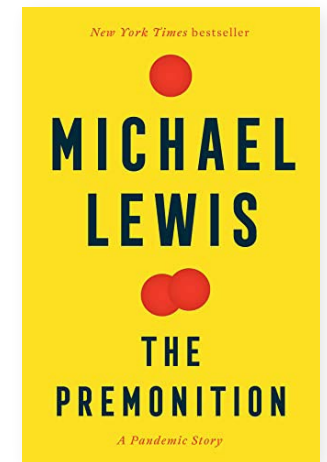
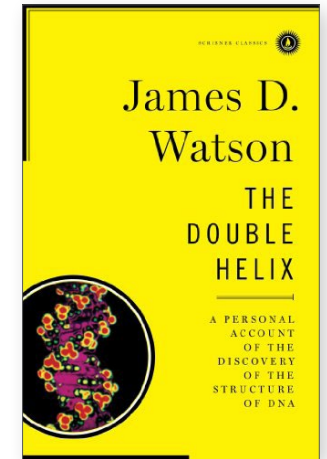
THE DOUBLE HELIX

I try to savor Isaacson's words, so I often bring one of his lengthy biographies with me on vacation, which is exactly what I did last year. I get fired up every time I start one of his books, and this one did not disappoint. A few pages into the intro, and I'm usually sucked in for the long haul. But in this case, I felt forced to pause and take a minor detour before continuing on. As both Isaacson and Doudna were heavily influenced by [The Double Helix](#), originally published in 1968 by James Watson, I felt it was important to gain this perspective before continuing on my journey with CRISPR.

Science has always been a collaboration across generations. This story is perhaps the single best example of this dynamic in the history of human discovery. It starts with Darwin and Mendel-- before Watson, Crick and Doudna were even a sparkle in their parents' eyes. Science rarely proceeds in a straight line. It's messy and remains widely misunderstood. James Watson provides us with a real-time, sneak peek into one of the most significant scientific journeys in history, which he began as a 23-year-old PhD.

THE PREMONITION

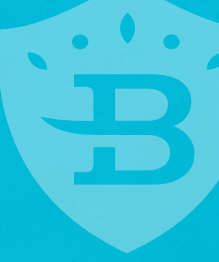
If you haven't yet had enough of COVID and [The Code Breaker](#) left you wanting for more, I highly recommend wrapping up this year's scientific reading with Michael Lewis' account of the pandemic, [The Premonition](#). Full disclosure: while Isaacson will leave you in astonishment over the wonders of modern science, Lewis will get your blood boiling with a story of government bureaucracy, recklessness decisions, and costly policy failures that explain why the most powerful country on the planet, accounting for only 4% of the global population, totaled more than 20% of COVID deaths in the world.



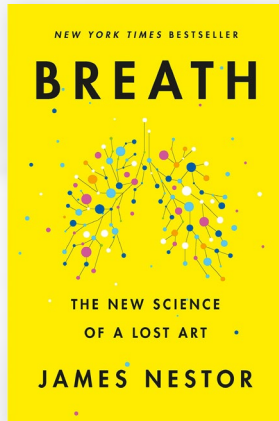
ANNIVERSARY READING

Last summer, Jill and I celebrated our ten-year anniversary in the Keys. It wasn't the Al Mafi coast like we had planned when we were married in Italy a decade ago, but with a global pandemic still lingering, it was the next best thing. We stayed at a relaxing, boutique hotel where we enjoyed the same daily routine of doing nothing - breakfast by the water, a couple hours poolside, lunch followed by a brief reprieve from the afternoon Florida sun, dinner, drinks, and the occasional karaoke night.

While Jill can sit in the sun until it sets, I'm good for a couple hours tops. And that provides me with plenty of time to power through the stack of reading material I take along on our trips. I usually bring something lighter for vacation, but this time, I went with something much more exciting - a deep dive into . . . breathing. So, for five days straight on our ten-year anniversary, Jill listened to me go on and on about the dangers of "mouth breathing" and the benefits of various breathing exercises passed down from ancient cultures, how the evolution of our diet has changed the shape of our skull over time, how a "chewing exercise" can gradually open our nasal passages, and how cold exposure--combined with "Tummo Breathing"--can address all sorts of modern-day ills. What can I say? She's a lucky girl.

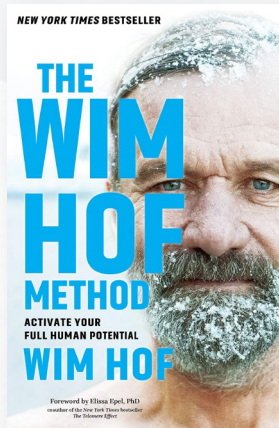


ANNIVERSARY READING



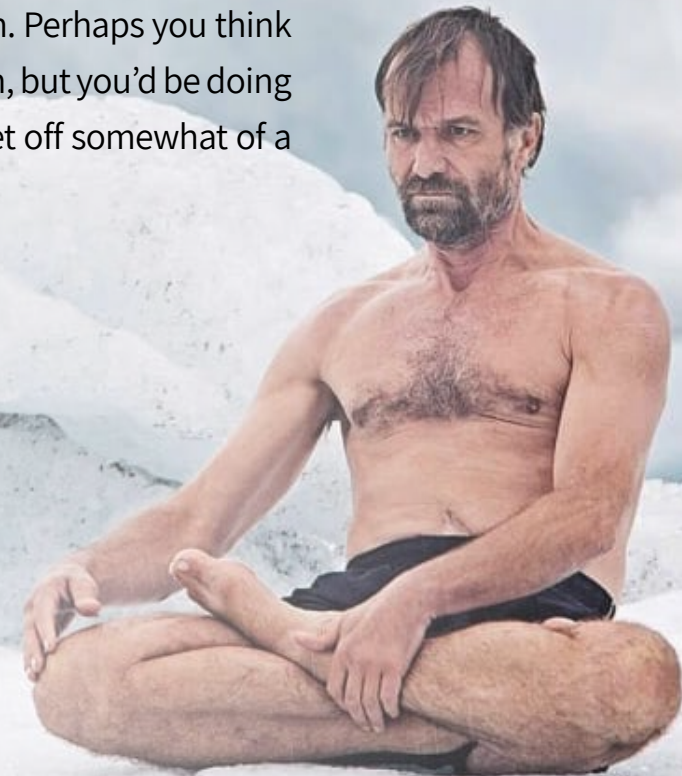
BREATH

I don't recall where I first came across James Nestor's work or why I thought a book titled [Breath](#) would hold my interest on vacation, but it's not an exaggeration to say this is one of the most important books I've ever read. Several years ago, we put a spotlight on [Why We Sleep](#) by Dr. Matthew Walker, which had an equally powerful impact on my health. Most friends ignored me the first dozen times I recommended they read several hundred pages on sleep, but they ultimately thanked me after they finally gave in and picked up a copy. I imagine this recommendation will traverse a similar path. Perhaps you think several hundred pages on breathing might not immediately capture your attention, but you'd be doing yourself a major disservice for ignoring Nestor's groundbreaking work. As is often the case, this book set off somewhat of a chain reaction on the topic for me and significantly affected my lifestyle and daily routines since.



THE WIM HOF METHOD

Wim Hoff was the natural next step in my breathing journey. I had heard about this crazy Dutch guy, also known as *The Iceman*, and listened to various interviews with him in recent years, but never gave him or his method much thought until Nestor opened my eyes (and my nostrils) to the importance of the breath. I've since incorporated morning breathwork and cold showers into my daily routine, and have tried to convince anyone else to do the same, by sharing [this summary](#) of the methods and health benefits learned through the work of Wim Hoff and James Nestor.

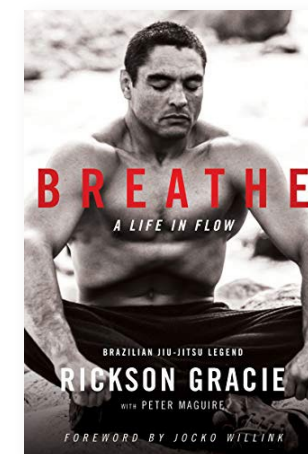
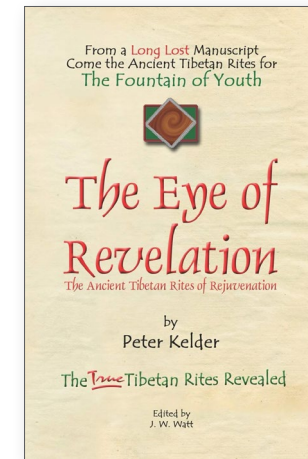


ANNIVERSARY READING



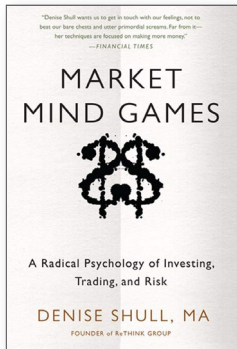
ADDITIONAL READING

I also read [The Eye of Revelation](#), mentioned in Nestor's work, which details the history behind several basic yoga-like movements for improved health, and [Breathe](#) by Rickson Gracie during this period. Breathwork is an important component of every martial art, and as much as I'd love to train in Jiu Jitsu, countless shoulder dislocations have made that impossible. That said, Gracie's book and the related documentary, *Choke*, gave me the motivation (along with a new personal record for peak fatness reached over the holiday season) to start training again, and I was delighted to learn that Charlotte has a very robust Muay Thai contingent and a great gym only a few blocks from our new office. Lucky for me, Muay Thai is much easier on the shoulders- -but not so lucky for my shins.



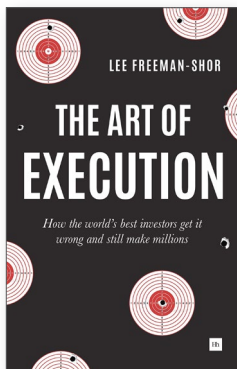
BUSINESS & INVESTING

Last year, I made one of the most valuable decisions of my career – I hired an executive coach who is worth her weight in gold. She has been an irreplaceable asset for my personal and professional development in addition to guiding our team as Broyhill continues to grow and evolve.



MARKET MIND GAMES

Naturally, my search for a coach began with *Billions'* Wendy Rhodes, as a starting point and proxy for what I was looking for. As I continued down that path, I learned that the psychologist in black leather leggings was at least loosely modeled after an actual performance coach – Denise Shull. But for my needs, I wanted a more holistic approach to coaching, as opposed to one focused solely on optimizing alpha. That said, Shull's book [Market Mind Games](#) is worth a read for those interested in the latter. Like Rhodes, she uses her understanding of the unconscious and its link to motivation to deepen our understanding of why we make the decisions (and trades) that we make. There is a psychic logic to most of our actions. And understanding this logic is paramount for the investor because unconscious motives can drive poor decisions and costly errors in business and in the markets. The book offers some hope that a deeper understanding of our psychology can help prevent repeated mistakes. We can't stop conscious and unconscious emotions from impacting our thinking, but an increased awareness of those emotions can help improve the decisions we make.



THE ART OF EXECUTION

For those looking to focus more on optimizing alpha, and perhaps less excited about psychoanalysis and introspection, Lee Freeman-Shor provides an excellent and entertaining read on an important but often overlooked aspect of investing – [The Art of Execution](#). The book summarizes lessons learned from 30,000 trades across 45 fund managers. Bottom line: Successful investing is not about being right. Success comes from the execution of ideas and the actions you take once you've invested. Managers who outperformed either cut losers quickly or doubled down when positions moved against them. Those who struggled sat on their hands or sold winners too early. The best let their winners run. This one was important enough to share my summary with the team, which is available [here](#).

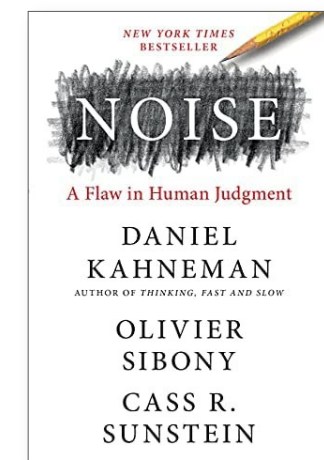
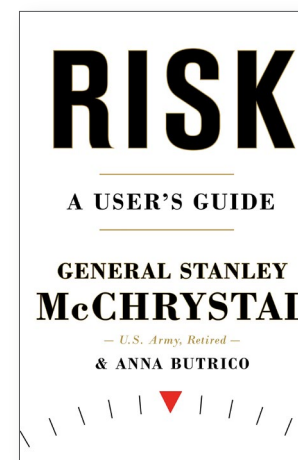
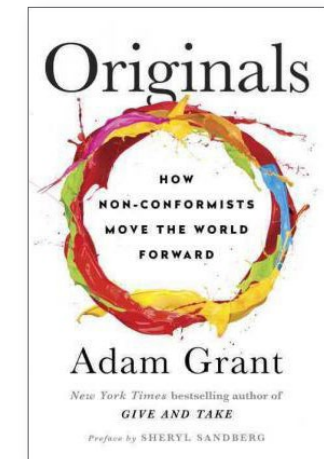
BUSINESS & INVESTING

ADDITIONAL BUSINESS & INVESTMENT READING

Adam Grant's [Think Again](#) is worth a read, as is anything Grant writes. After reading his latest, I went back and re-read [Originals](#), which I received as a gift from my coach. For more on decision making, I also recommend taking a look at [Risk](#) and at Kahneman's latest, [Noise](#).

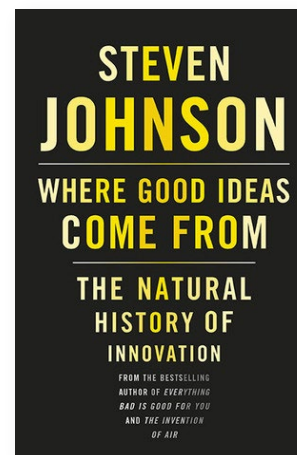
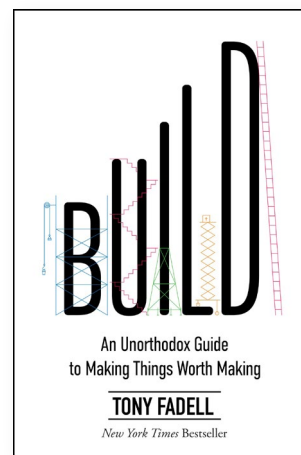
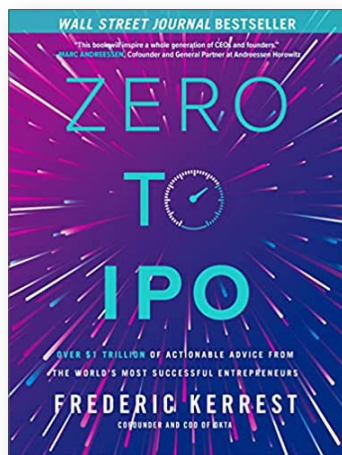
Corporate (and other) biographies always rank high on my list of favorites. This past year, I enjoyed:

- [Trailblazer](#), focusing on Salesforce, which is an incredible machine with a unique culture
- [The Anti-Social Network](#), an almost unbelievable account of the meme stock bonanza from one of the best story tellers in the business
- [The Devil's Playbook](#), an account of the Altria <-> JUUL marriage with terrific insight into the tobacco industry
- [Ask Iwata](#), words of wisdom from Satoru Iwata, Nintendo's legendary CEO
- [Kings of Crypto](#) (need I say more)
- [Damsel in Distressed](#), by Dominique Mielle (whom I met in Asheville this year and whose story is rare, inspiring, and hilarious as she journeys through the jungles of high finance via Canyon Partners, "a small, little-known distressed credit shop")



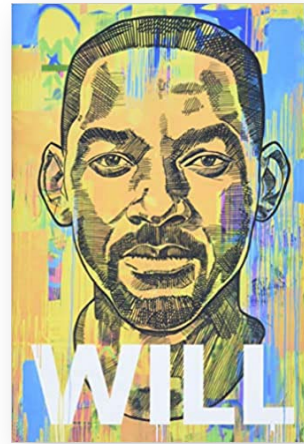
BUSINESS & INVESTING

Last but not least is something for the entrepreneurs (if there are any left standing after this year). In [Zero to IPO](#), Frederic Kerrest, co-founder of Okta, shares a comprehensive guide that is packed with advice from today's most successful entrepreneurs. Thanks, Jacques! More product-oriented entrepreneurs can pair this read with [Build](#) by Tony Fadell, who played a key role in the creation of three of *Time Magazine's* "50 Most Influential Gadgets of All Time." Fadell is known as the "Father of the iPod," worked on the first three generations of the iPhone, and co-founded Nest Labs, which he later sold to Google. Plus, he's apparently a very entertaining writer and storyteller. Finally, [Where Good Ideas Come From](#) is one of my favorite reads on creativity; it may also come in handy for any entrepreneurs still looking for good ideas. One more thing: given the current macroeconomic landscape, entrepreneurs might also consider curbing their enthusiasm. Published in October 1999, [The New New Thing](#), written by the "Father of Financial Journalism," might be worth revisiting.



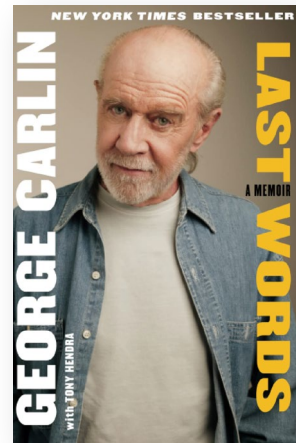


AUDIBLE



WILL

The joy that comes from listening to a book on Audible is closely correlated to the delivery by the narrator. Generally speaking, Audible books are best when they come straight from the horse's mouth. They are even better when they come from the horse that slapped Chris Rock at the 2022 Oscars. I listened to Will on a long flight earlier this year. During the return trip home, I spent the entire flight talking about it with a new friend, who happened to open my eyes to the wonder of local bookstores (while also making me feel incredibly guilty for buying all my books through Amazon). The “slap heard round the world” did nothing to diminish my appreciation for this memoir, which I will likely read again after ordering a hard copy for the library. If nothing else, it's a fun trip down memory lane, for those of us that grew up in the 80s. “There's no need to argue. Parents just don't understand.”

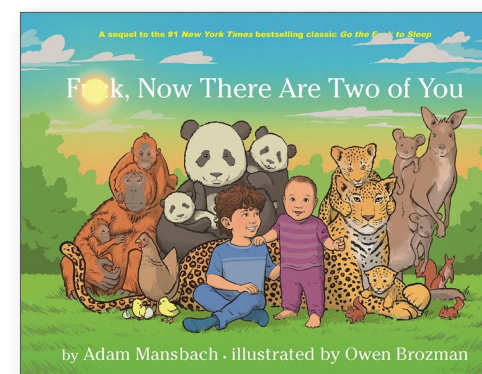
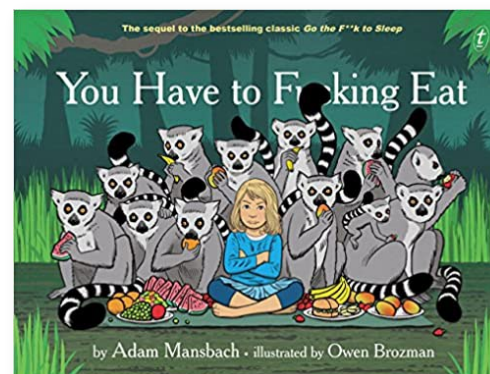
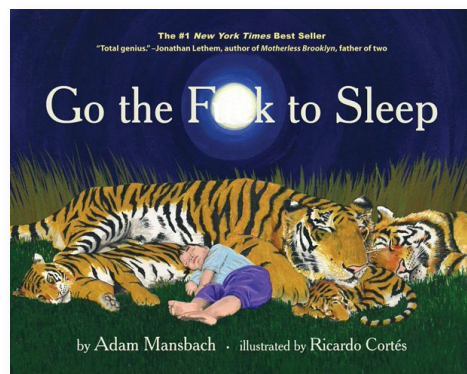
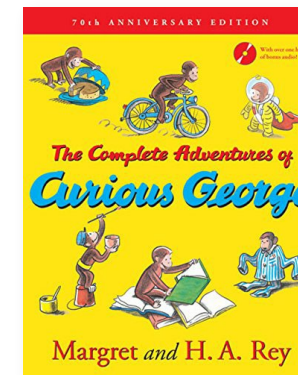
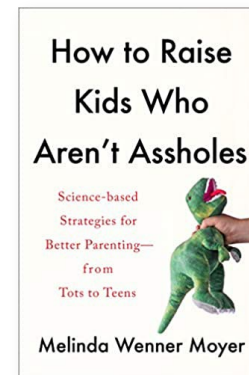
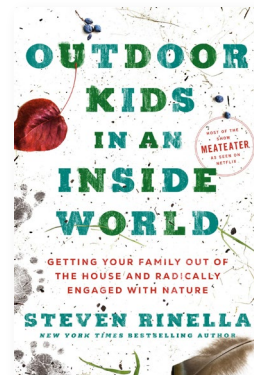
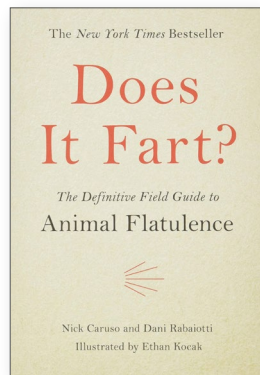


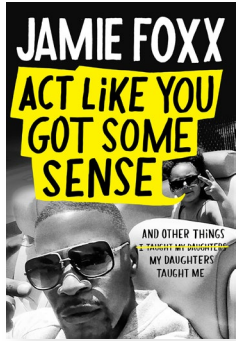
LAST WORDS, GEORGE CARLIN

If you are tiring of today's PC culture, and longing for the good ol' days when everybody had a more lenient filter, or no filter at all, you might find Carlin's last words refreshing. Carlin always called it like he saw it. He was a legend in the 80s when comedy was all about shocking the crowd, being as offensive as possible, and ignoring any responsibility for the audience's feelings. A minute or two of TikTok antics has nothing on yesterday's legends like Carlin, Dice, or Eddie Murphy's Raw. Pair with Act Like You Got Some Sense by Jamie Fox for some equally funny lessons on parenthood.

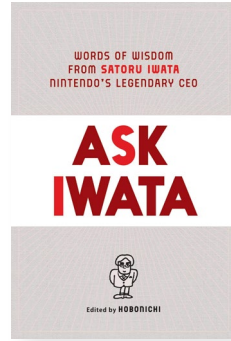
LESSONS FOR LUCCA

Speaking of parenthood, I don't think this year's "children's section" will win us any awards with today's helicopter parents. But I do think that this selection is exactly what those hovering Moms and Dads need to loosen up! Truth be told, Lucca did not read every book on this year's list. Some of these were just for Dad. Can you guess which is which?

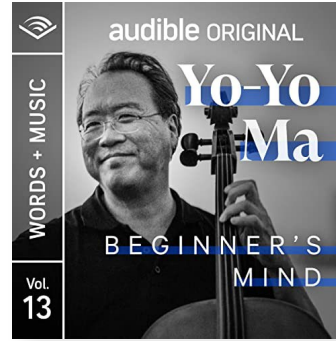




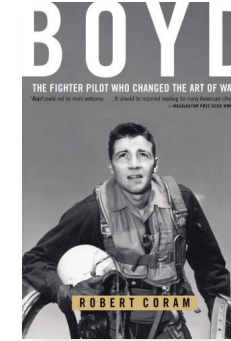
ACT LIKE YOU GOT SOME SENSE: AND OTHER THINGS MY DAUGHTERS TAUGHT ME
by Jamie Foxx



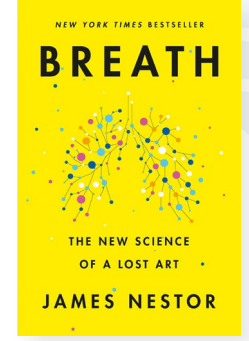
ASK IWATA: WORDS OF WISDOM FROM SATORU IWATA, NINTENDO'S LEGENDARY CEO
by Satoru Iwata



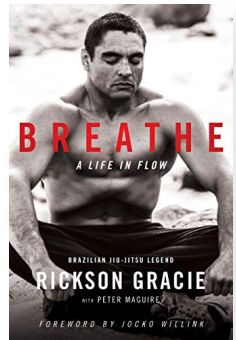
BEGINNER'S MIND
by Yo-Yo Ma



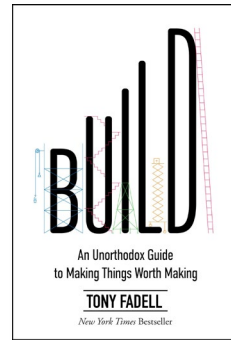
BOYD: THE FIGHTER PILOT WHO CHANGED THE ART OF WAR
by Robert Coram



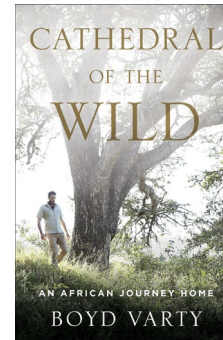
BREATH: THE NEW SCIENCE OF A LOST ART
by James Nestor



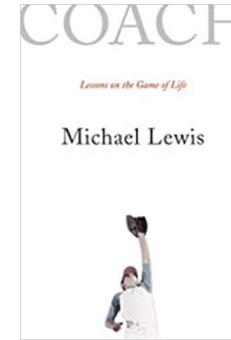
BREATHE: A LIFE IN FLOW
by Rickson Gracie



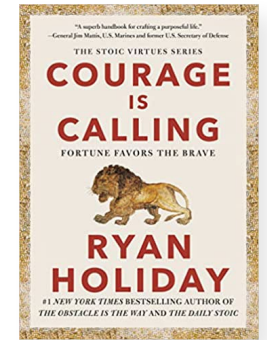
BUILD: AN UNORTHODOX GUIDE TO MAKING THINGS WORTH MAKING
by Tony Fadell



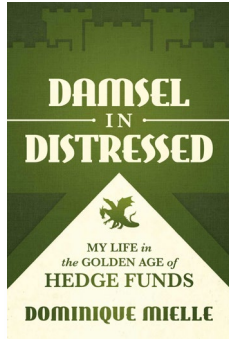
CATHEDRAL OF THE WILD
by Boyd Varty



COACH: LESSONS ON THE GAME OF LIFE
by Michael Lewis

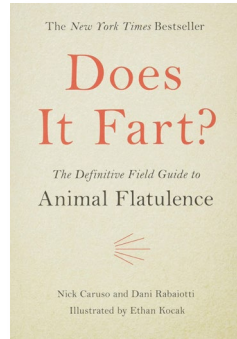


COURAGE IS CALLING: FORTUNE FAVORS THE BRAVE
by Ryan Holiday



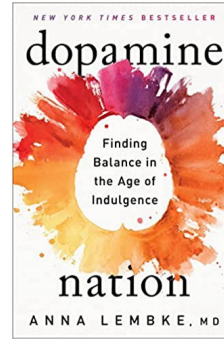
DAMSEL IN DISTRESSED

by Dominique Mielle



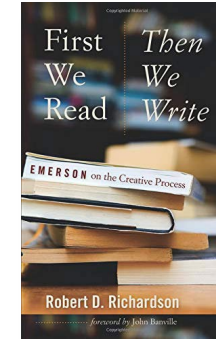
DOES IT FART?

by Nick Caruso



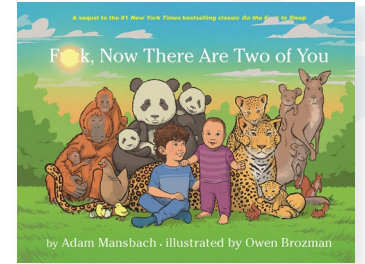
**DOPAMINE NATION:
FINDING BALANCE
IN THE AGE OF
INDULGENCE**

by Dr. Anna Lembke



**FIRST WE READ,
THEN WE WRITE:
EMERSON ON THE
CREATIVE PROCESS**

by Robert D. Richardson



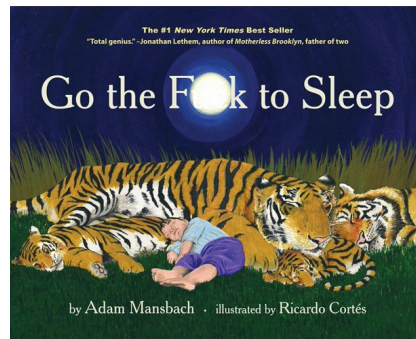
**F*K, NOW THERE
ARE TWO OF YOU**

by Adam Mansbach



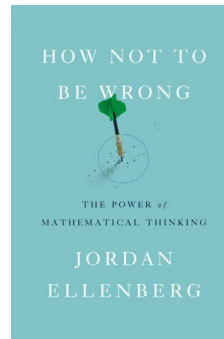
FUNDRAISING

by Ryan Breslow



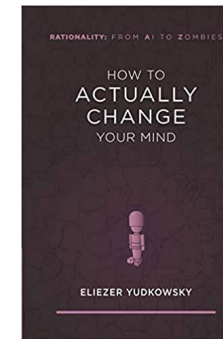
GO THE F*K TO SLEEP

by Adam Mansbach



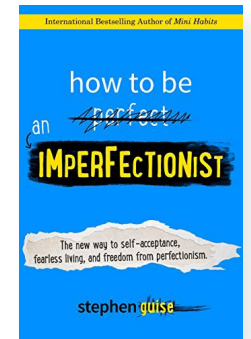
**HOW NOT TO BE
WRONG: THE POWER
OF MATHEMATICAL
THINKING**

by Jordan Ellenberg



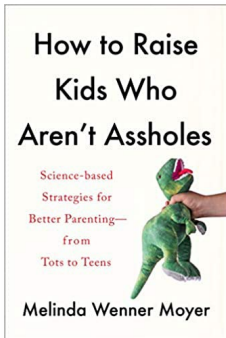
**HOW TO ACTUALLY
CHANGE YOUR MIND**

by Eliezer Yudkowsky



**HOW TO BE AN
IMPERFECTIONIST**

by Stephen Guise



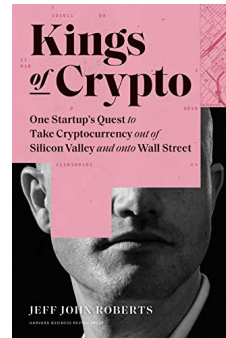
HOW TO RAISE KIDS WHO AREN'T ASSHOLES

by Melinda Wenner Moyer



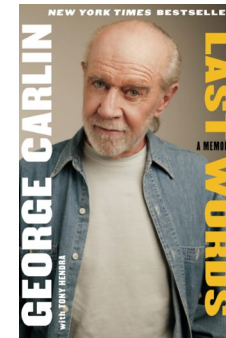
IS THIS ANYTHING?

by Jerry Seinfeld



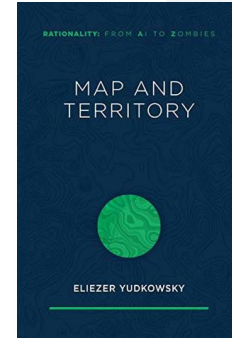
KINGS OF CRYPTO: ONE STARTUP'S QUEST TO TAKE CRYPTOCURRENCY OUT OF SILICON VALLEY AND ONTO WALL STREET

by Jeff John Roberts



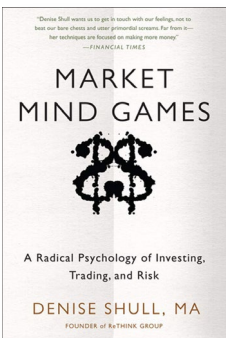
LAST WORDS

by George Carlin



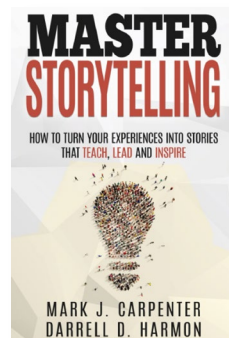
MAP AND TERRITORY

by Eliezer Yudkowsky



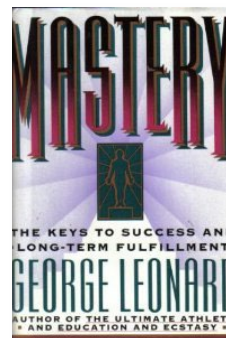
MARKET MIND GAMES: A RADICAL PSYCHOLOGY OF INVESTING, TRADING AND RISK

by Denise Shull



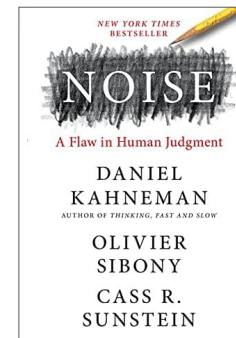
MASTER STORYTELLING: HOW TO TURN YOUR EXPERIENCES INTO STORIES THAT TEACH, LEAD, AND INSPIRE

by Mark Carpenter



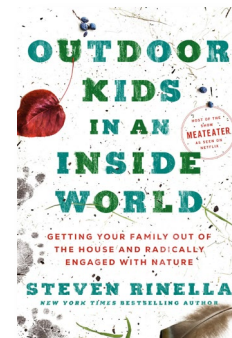
MASTERY: THE KEYS TO SUCCESS AND LONG-TERM FULFILLMENT

by George Leonard



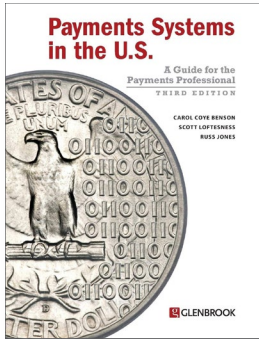
NOISE: A FLAW IN HUMAN JUDGMENT

by Daniel Kahneman



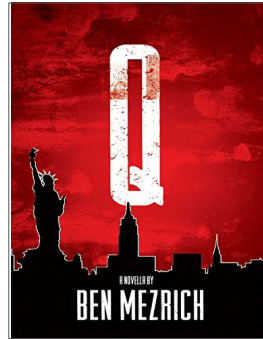
OUTDOOR KIDS IN AN INSIDE WORLD

by Steven Rinella

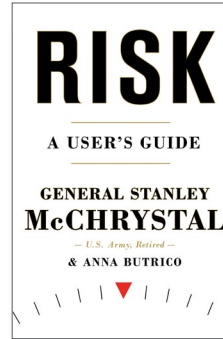


PAYMENT SYSTEMS IN THE US: A GUIDE FOR THE PAYMENTS PROFESSIONAL

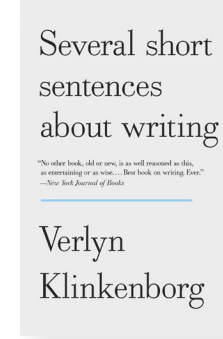
by Carol Coye Benson



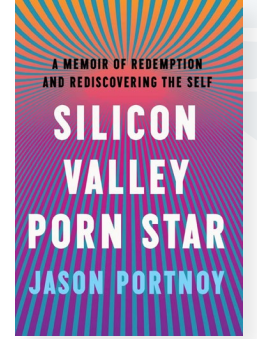
Q
by Ben Mezrich



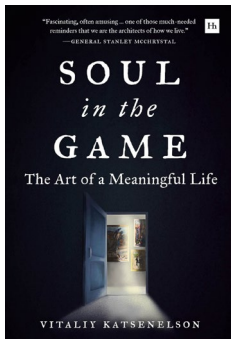
RISK: A USER'S GUIDE
by General Stanley McChrystal



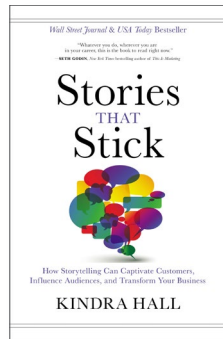
SEVERAL SHORT SENTENCES ABOUT WRITING
by Verlyn Klinkenborg



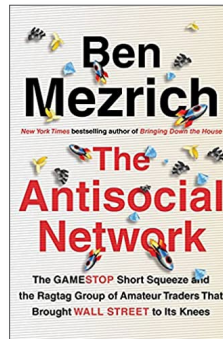
SILICON VALLEY PORN STAR
by Jason Portnoy



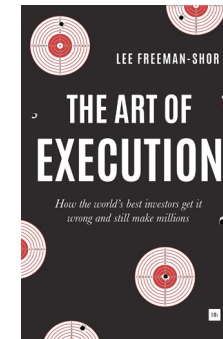
SOUL IN THE GAME
by Vitaliy Katsenelson



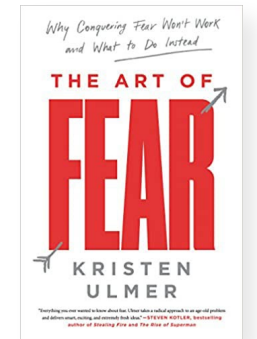
STORIES THAT STICK
by Kindra Hall



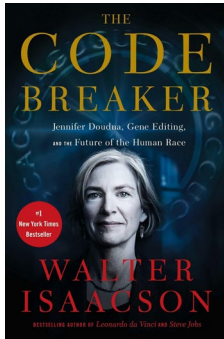
THE ANTI-SOCIAL NETWORK
by Ben Mezrich



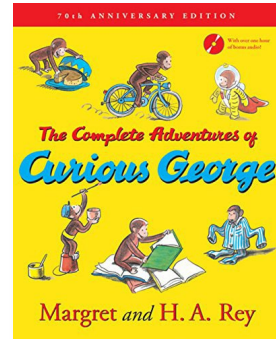
THE ART OF EXECUTION: HOW THE WORLD'S BEST INVESTORS GET IT WRONG AND STILL MAKE MILLIONS
by Lee Freeman-Shor



THE ART OF FEAR: WHY CONQUERING FEAR WON'T WORK AND WHAT TO DO INSTEAD
by Kristen Ulmer



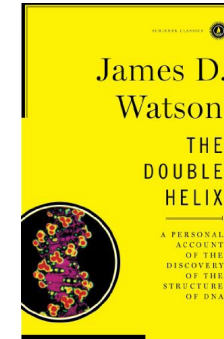
THE CODE BREAKER
by Walter Isaacson



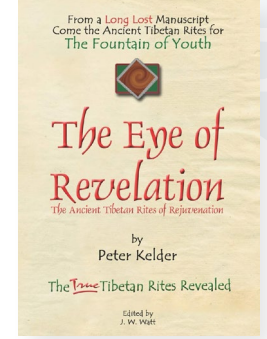
THE COMPLETE ADVENTURES OF CURIOUS GEORGE
by Margret Rey



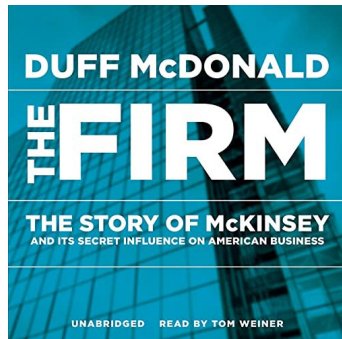
THE DEVIL'S PLAYBOOK
by Lauren Etter



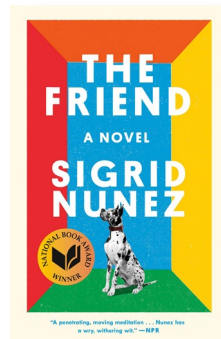
THE DOUBLE HELIX
by James Watson



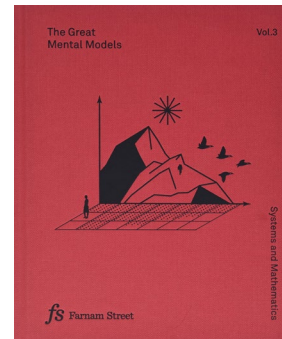
THE EYE OF REVELATION: THE ANCIENT TIBETAN RITES OF REJUVENATION
by Peter Kelder



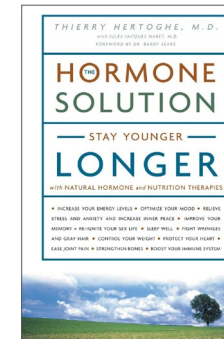
THE FIRM: THE STORY OF MCKINSEY AND ITS SECRET INFLUENCE ON AMERICAN BUSINESS
by Duff McDonald



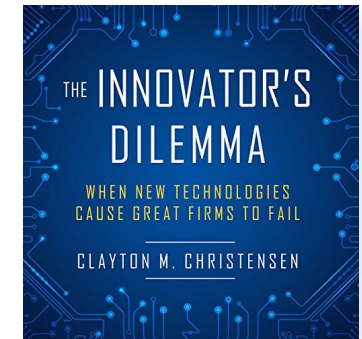
THE FRIEND: A NOVEL
by Sigrid Nunez



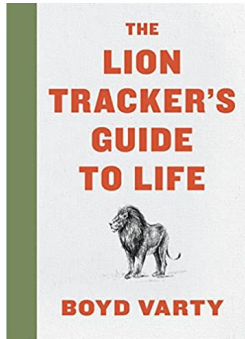
THE GREAT MENTAL MODELS VOLUME 3: SYSTEMS AND MATHEMATICS
by Rhiannon Beaubien



THE HORMONE SOLUTION: STAY YOUNGER LONGER WITH NATURAL HORMONE AND NUTRITION THERAPIES
by Dr. Thierry Hertoghe



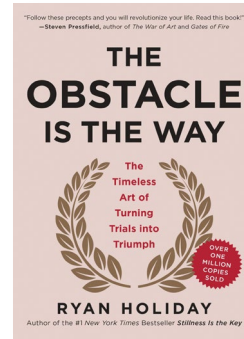
THE INNOVATOR'S DILEMMA: WHEN NEW TECHNOLOGIES CAUSE GREAT FIRMS TO FAIL
by Clayton M. Christensen



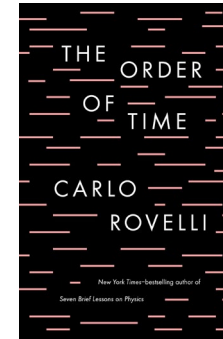
**THE LION TRACKER'S
GUIDE TO LIFE**
by Boyd Varty



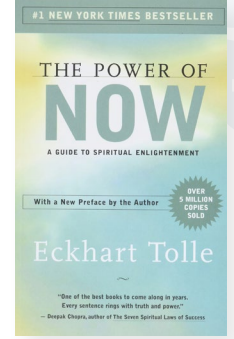
THE NEW NEW THING
by Michael Lewis



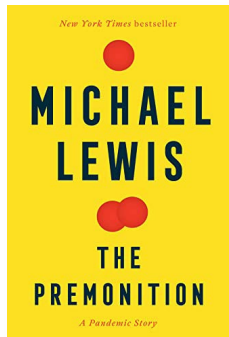
**THE OBSTACLE IS
THE WAY**
by Ryan Holiday



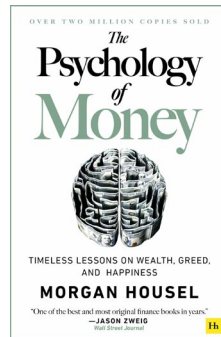
**THE ORDER OF
TIME**
by Carlo Rovelli



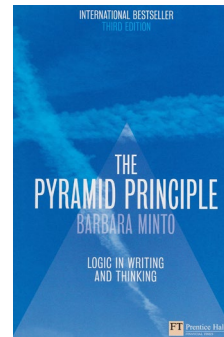
**THE POWER OF
NOW: A GUIDE
TO SPIRITUAL
ENLIGHTENMENT**
by Eckhart Tolle



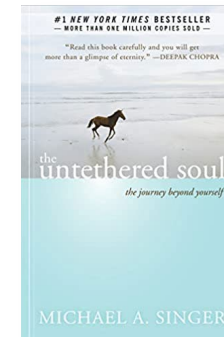
**THE PREMONITION:
A PANDEMIC STORY**
by Michael Lewis



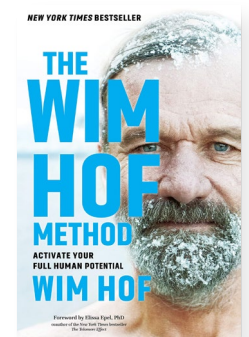
**THE PSYCHOLOGY
OF MONEY**
by Morgan Housel



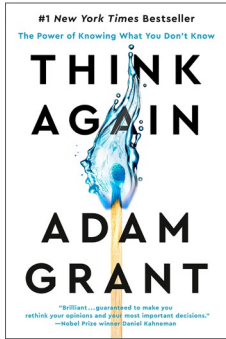
**THE PYRAMID
PRINCIPLE: LOGIC
IN WRITING AND
THINKING**
by Barbara Minto



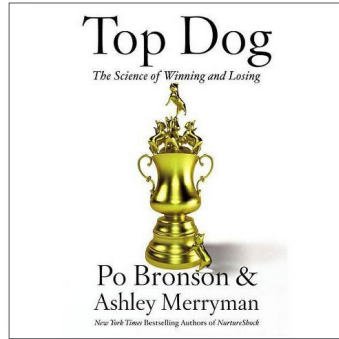
**THE UNTETHERED
SOUL: THE JOURNEY
BEYOND YOURSELF**
by Michael Singer



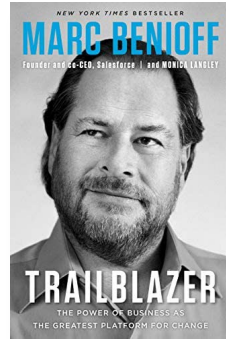
**THE WIM HOF
METHOD**
by Wim Hof



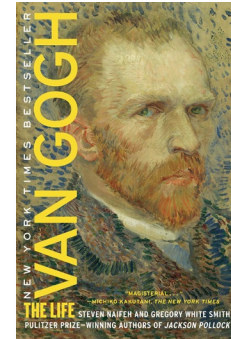
THINK AGAIN
by Adam Grant



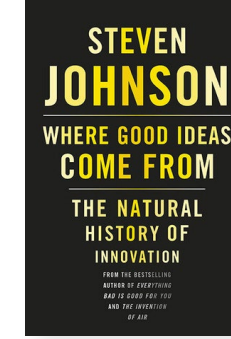
TOP DOG: THE SCIENCE OF WINNING AND LOSING
by Po Bronson



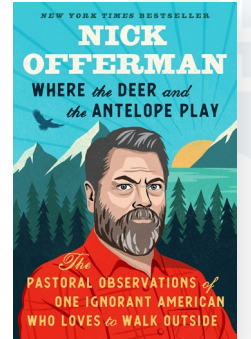
TRAILBLAZER: THE POWER OF BUSINESS AS THE GREATEST PLATFORM FOR CHANGE
by Marc Benioff



VAN GOGH: THE LIFE
by Steven Naifeh



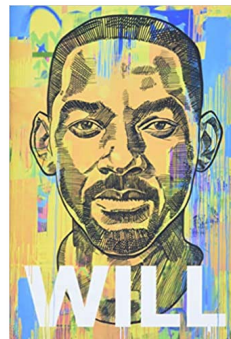
WHERE GOOD IDEAS COME FROM
by Steven Johnson



WHERE THE DEER AND THE ANTELOPE PLAY
by Nick Offerman



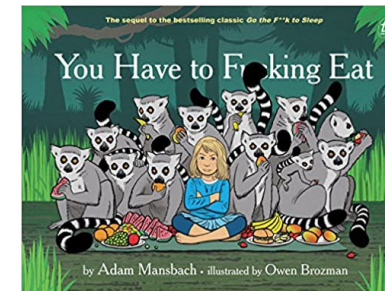
WHO IS DWAYNE "THE ROCK" JOHNSON?
by James Buckley Jr.



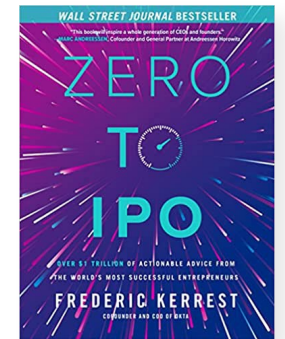
WILL
by Will Smith



XBOX: THE MAKING OF A BAD-ASS MACHINE
by Dean Takahashi



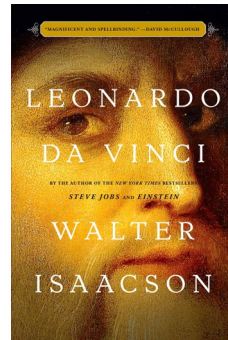
YOU HAVE TO F*KING EAT
by Adam Mansbach



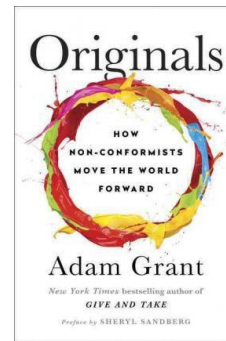
ZERO TO IPO: OVER \$1 TRILLION OF ACTIONABLE ADVICE FROM THE WORLD'S MOST SUCCESSFUL ENTREPRENEURS
by Frederic Kerrest



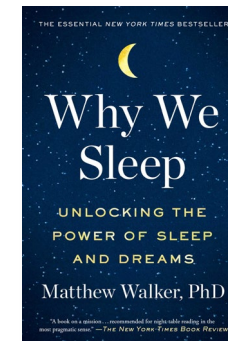
BOOKS REFERENCED FROM PREVIOUS YEARS



LEONARDO DA VINCI
by Walter Isaacson



**ORIGINALS: HOW
NON-CONFORMISTS
MOVE THE WORLD**
by Adam Grant



**WHY WE SLEEP:
UNLOCKING THE
POWER OF SLEEP
AND DREAMS**
by Matthew Walker



ABOUT BROYHILL

We are a boutique investment firm, established as a family office and guided by a disciplined value orientation. Located in the foothills of the Blue Ridge Mountains, we operate outside of the fray and invest with a rational, objective, long-term perspective.



FIND THIS INTERESTING?

[CLICK HERE](#) TO TAKE IN REGULAR VIEWS FROM THE BLUE RIDGE.

As an Amazon Associate Broyhill Asset Management will earn from qualifying purchases.

WWW.BROYHILLASSET.COM