

The People You Meet and the Books You Read, edited by Charles E. Jones, Executive Books, Harrisburg, PA, 1985. (68 Quotes selected by Doug Nichols)

1. Purpose of Reading, Introduction by Charles E. Jones.

Don't read to be big,
 Read to be down to earth.
Don't read to be smart,
 Read to be real.
Don't read to memorize,
 Read to realize.
Don't read to learn,
 Read to sometimes unlearn.
Don't read a lot,

Read just enough to keep yourself curious and hungry, to learn more, to keep getting younger as you grow older. [Page 21]

2. Books: Buy the Best

If a man can purchase but very few books, my first advice to him would be, let him purchase the very best. If he cannot spend much, let him spend well. The best will always be the cheapest. Leave mere dilutions and attenuations to those who can afford such luxuries. Do not buy milk and water, but get condensed milk, and put what water you like to it yourself. This age is full of word-spinners – professional book-makers, who hammer a grain of matter so thick that it will cover a five-acre sheet of paper; these men have their uses, as good-beaters have, but they are of no use to you. Farmers on our coast used to cart wagon-loads of sea-weed and put them upon their land; the heaviest part was the water: now they dry the weeds, and save a world of labour and expense. Don't buy thin soup; purchase the essence of meat. Get much in little. Prefer books which abound in what James Hamilton used to call "Bibline," or the essence of books. You require accurate, condensed, reliable, standard books, and should make sure that you get them. -- Charles Haddon Spurgeon [Page 28]

3. Books: The Great Legacy

Reading is to the mind what exercise is to the body. As by the one, health is preserved, strengthened, and invigorated; by the other, virtue (which is the health of the mind) is kept alive, cherished, and confirmed. – Addison [Page 29]

4. Greats On Books

Employ your time in improving yourselves by other men's documents; so shall you come easily by what others have labored hard for. Prefer knowledge to wealth; for the one is transitory, the other perpetual. -- Socrates

Sentences are like sharp nails which force truth upon our memory. – Diderot [Page 31]

5. The Light and the Glory by Peter Marshall & David Manuel, *Recommended by: Dick Anthony, President, Indiana Mills & Mfg., Inc.*

Christopher Columbus, never before published in English, shows the hand of God upon his heart:

“It was the Lord who put into my mind (I could feel his hand upon me) the fact that it would be possible to sail from here to the Indies. All who heard of my project rejected it with laughter, ridiculing me. There is no question that the inspiration was from the Holy Spirit, because He comforted me with rays of marvelous inspiration from the Holy Scriptures.”

Other exciting excerpts from the personal diary of George Washington, commonly thought to be a Deist, prove his faith in Christ as Savior: “Thou gavest Thy Son to die for me and has given me assurance of salvation upon my repentance and sincerely endeavoring to conform my life to His Holy precepts and example.” -- Peter Marshall and David Manuel [Page 34]

6. Iacocca, An Autobiography by Lee Iacocca with William Novak, *Recommended by: Orville E. Beal, Former Chairman, Prudential Life Insurance Co., Recipient of the National Assn. of Life Underwriters' John Newton Russell Award*

Many times the reading of a book has made the future of a man. -- Ralph Waldo Emerson [Page 35]

7. Reflections on the Revolution in France by Edmund Burke *Recommended by: E. Calvin Beisner, editor, Discipleship Journal, Navigators*

Burke wrote, “A disposition to preserve and an ability to improve, taken together, would be my standard of a statesman.” [Page 37]

8. A Man Called Peter by Catherine Marshall, Recommended by: Raymond Berry, Coach, New England Patriots, Member, Pro Football Hall of Fame

Only three things are necessary to make life happy: the blessing of God, books, and a friend. – Lacordaire [Page 40]

9. The Hidden Persuaders by Vance Packard, Recommended by: Jack E. Bobo, Executive Sec., The National Association of Life Underwriters

A drop of ink may make a million think. – Byron [Page 42]

10. Decline and Fall of the Roman Empire by Edward Gibbon, Recommended by: Daniel Boorstin, Librarian of Congress, Historian

“To read with attention, exactly to define the expressions of our author, never to admit a conclusion without comprehending its reason, often to pause, reflect, and interrogate ourselves, these are so many advices which it is easy to give, but difficult to follow. The same may be said of that almost evangelical maxim of forgetting friends, country, religion, of giving merit its due praise, and embracing truth wherever it is to be found.” -- Gibbon [Page 46]

11. Human Personality by F.W.H. Myers, Recommended by: Dorothea Brande, Author, *Wake Up & Live*

Act as if it were impossible to fail. That is the talisman, the formula, the command of right-about-face which turns us from failure towards success. [Page 49]

12. Moby Dick by Herman Melville, Recommended by: Charles L. Brown, Chairman of the Board, AT&T

Of an entirely different order, a fairly recent book, *In Search of Excellence*, by Thomas J. Peters and Robert H. Waterman, Jr., recites the characteristics of highly successful companies. It outlines traits that are deceptively simple in their telling but not so easily attained in the day-to-day corporate world.

“Good management practice today is not resident only in Japan. But, more important, the good news comes from treating people decently and asking them to shine, and from producing things that work. Scale efficiencies give way to small units with turned-on people. Precisely planned R&D efforts aimed at big bang products are replaced by armies of dedicated champions. A numbing focus on cost gives way to an enhancing focus on quality. Hierarchy and three-piece suits give way to first names, shirtsleeves, hoopla, and project-based flexibility. Working according to fat rule books is replaced by everyone’s contributing.”

The man who does not read good books has no advantage over the man who can't read them. -- Mark Twain [Page 50]

13. Omar Bradley and Books, *General U.S. Army*

Employ your time in improving yourself by other men's writings so that you shall come easily by what others have labored hard for. – Socrates [Page 51]

14. Megatrends by John Naisbitt, Recommended by: Phillip Caldwell, CEO, Ford Motor Company

“We are drowning in information but starved for knowledge.”

“Teleconferencing. That is another trend that will not happen. Talking with people via television cannot begin to substitute for the high touch of a meeting, no matter how rational it is in saving fuel and overhead. If it is of little importance, use teleconference. Be appropriate. But we have to face it: There is no end to meetings.”

“...if you can develop the skills of facilitating people's involvement in decision-making processes, you can become a very effective leader in your community and your work. The new leader is a facilitator, not an order giver.” [Page 57]

15. Oswald Chambers & Books

A friend of Chambers wrote the following paragraph about an encounter with him:

Oswald Chambers' intense interest in art and literature, which continued throughout his ministry, was not to be wasted but used in a magnificent way, flavoring all his sermons with an unusual depth and realism. In a letter written in 1907, he reveals his love for communicating with the great minds: “My box has at last arrived. My books! I cannot tell you what they are to me – silent, wealthy, loyal, lovers. I do thank God for my books with every fibre of my being...I see them all just at my elbow now – Plato, Wordsworth, Myers, Bradley, Halburton, St. Augustine, Browning, Tennyson, Amiel, and the others.” -- D.W. Lambert [Page 65]

16. The Seven Pillars of Wisdom by T.E. Lawrence, Recommended by: William E. Colby Former Director, Central Intelligence Agency

Winston Churchill said, “Courage is the first of the virtues, because upon it depend all the others.” [Page 68]

17. Tough Times Never Last, But Tough People Do by Robert H. Schuller
Recommended by: Kenneth Cooper, M.D., President, The Cooper Clinic

“Sir Edmund Hillary, who attempted to scale Mount Everest, lost one of the members of his team in the failed effort. He returned to a hero’s welcome in London, England, where a banquet held in his honor was attended by the lords and ladies and powerful people of the British Empire. Behind the speaker’s platform were huge blown-up photographs of Mount Everest. When Hillary arose to receive the acclaim of the distinguished audience, he turned around and faced the mountain and said, ‘Mount Everest, you have defeated me. But I will return. And I will defeat you. *Because you can’t get any bigger and I can.*’” [Page 69]

18. The Autobiography of Lincoln Steffens, *Recommended by: Norman Cousins*
Former Editor, The Saturday Review, Faculty Member, University of California

The way a book is read – which is to say, the qualities a reader brings to a book – can have as much to do with its worth as anything the author puts into it...Anyone who can read can learn how to read deeply and thus live more fully. -- Norman Cousins [Page 70]

19. The Tyranny of the Urgent by Charles E. Hummel *Recommended by: Mary C. Crowley, CEO, Home Interiors and Gifts, Inc.*

“Your greatest danger is in letting the urgent things crowd out the important.’ The problem is that the important task rarely must be done today; or even this week. Extra hours of prayer and Bible study, a visit, careful study of an important book. Those projects can wait, but the urgent task calls for instant action, endless demands and pressure, every hour of the day.” [Page 71]

20. The Will to Manage by Marvin Bower, *Recommended by: John B. Curcio, President, Mack Trucks, Inc.*

“The key to corporate success is a leader with a strong will to manage, who inspires and requires able people to work purposefully and effectively through simple and traditional managing processes that are integrated into a management program or system tailored to the nature and environment of the business.” [Page 74]

21. The Art of Thinking by Abbé Dimnet from *I Dare You!* by William H. Danforth,
Founder of Ralston Purina Company

“Theodore Roosevelt died with a book under his pillow, consuming the ideas of others until the very last.” [Page 75]

22. The One Minute Manager by *Kenneth Blanchard & Spencer Johnson*
Recommended by: R.L. Danner, Chairman, CEO, Shoney's, Inc.

An ordinary man can in the ordinary course, without any undue haste or putting any pressure upon his taste, surround himself with two thousand books, all in his own language, and thenceforward have at least one place in the world in which it is possible to be happy. -- Augustine Birrell [Page 76]

23. Make It Your Own – Daniel Webster

The opinion of my scholarship was a mistaken one. It was over estimated. I will explain what I mean. Many other students read more than I did and knew more than I did. But so much as I read, I made my own. When a half hour or an hour, at most, had elapsed, I closed my book and thought over what I had read. If there was anything peculiarly interesting or striking in the passage, I endeavored to recall it and lay it up in my memory, and commonly could effect my object. Then, if in debate or conversation afterwards, any subject came up on which I had read something, I could talk very easily so far as I had read and then I was very careful to stop. Thus, greater credit was given me for extensive and accurate knowledge than I really possessed. [Page 81]

24. Lee, The Last Years by *Charles Brayson Flood*, *Recommended by: Vincent Dooley, Athletic Director & Head Football Coach, Univ. of Georgia*

“One of these incoming younger students was so taken aback by Lee’s gentleness that he thought he was in the wrong office and that this was not the recent Confederate commander: ‘He was so gentle, kind, and almost motherly, that I thought there must be some mistake about it.’ Once this boy was convinced that he was indeed talking with Robert E. Lee, he saw something more. ‘It looked as if the sorrow of the whole nation had been collected in his countenance, and as if he were bearing the grief of his whole people. It never left his face, but was ever there to keep company with the kindly smile.’” [Page 83]

25. Mere Christianity by *C.S. Lewis*, *Recommended by: Merrill Douglass, Certified Speaking Professional*

The mark of a great book is that it improves with each reading. You never tire of it. It touches you intellectually and emotionally. It inspires you to become better, to grow and develop. It motivates you to act upon its ideas, to make them a part of your life. [Page 85]

26. The Greatest Miracle in the World by *Og Mandino*, Recommended by: *Gerry Faust, Football Coach, University of Notre Dame*

Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers. -- Charles W. Eliot [Page 91]

27. Essays by *Michel de Montaigne*, Recommended by: *John Gardner, Educator, Founder of Common Cause*

“We’re born to search after truth, but not to find it, necessarily. To possess it belongs to a greater power. The question is not who shall win but who shall run the best course.” [Page 95]

28. Thoughts about Education

The great authors, from Homer and Paul down to Shakespeare, have been the children of exultant joy as well as genius; all were large-natured, sweet, wholesome, healthy, and happy. -- Newell Dwight Hillis [Page 96]

29. The True Believer by *Eric Hoffer*, Recommended by: *Georgie Anne Geyer, Universal Press Syndicate*

The proper study of mankind is books. -- Aldous Huxley [Page 99]

30. The Way the World Works by *Jude Wanniski*, Recommended by: *Jack Kemp, Member of Congress, New York*

Wisdom is wealth, and every good book is equivalent to a wise head – the head may die, but the book may live forever. -- Joseph Wheeler, Member of Congress, Alabama, 1881 [Page 101]

31. United States Senators

In a very real sense, people who have read good literature have lived more than people who cannot or will not read...It is not true that we have only one life to live; if we can read, we can live as many more lives and as many kinds of lives as we wish. -- S.I. Hayakawa, Senator, California

32. Raintree County by *Ross Lockridge*
Recommended by: *William Glasser, M.D., President, William Glasser, Inc.*

In the best books, great men talk to us, give us their most precious thoughts, and pour their souls into ours. -- William Ellery Channing, *On Self-Culture* [Page 105]

33. You Can Change the World! *by Father James Keller Recommended by: J. Peter Grace, CEO, W.R. Grace and Company*

God be thanked for books. They are the voices of the distant and the dead, and make us heirs of the spiritual life of past ages. – Channing [Page 107]

34. Biography

Read no history, nothing but biography, for that is life without theory. -- Benjamin Disraeli

Of all studies, the most delightful and the most useful is biography. The seeds of great events lie near the surface; historians delve too deep for them. No history was ever true. Lives I have read which, if they were not, had the appearance, the interest, and the utility of truth. – Landor [Page 108]

35. Milton and The Book

It is not hard for any man who hath a Bible in his hands, to borrow good words and holy sayings in abundance; but to make them his own is a work of grace only from above.

There are no songs comparable to the songs of Zion; no orations equal to those of the Prophets; and no politics like those which the Scriptures teach. [Page 111]

36. Greats on The Book

“I am a man of one book.” -- St. Thomas Aquinas, referring to the fact that he read only the Bible.

Aquinas was once asked with what compendium a man might become learned. He answered, “By reading of one book.” [Page 114]

37. Presidents and The Book

“In regard to this great book, I have but to say, it is the best gift God has given to man. All the good Savior gave to the world was communicated through this book. But for it we could not know right from wrong. All things most desirable for man’s welfare, here and hereafter, are to be found portrayed in it.” -- Abraham Lincoln [Page 116]

38. Presidents and The Book

“Every thinking man, when he thinks, realises that the teachings of the Bible are so interwoven and entwined with our whole civic and social life that it would be literally impossible for us to figure ourselves what that life would be if these standards were removed. We would lose almost all the standards by which we now judge both public and private morals; all the standards towards which we, with more or less resolution, strive to raise ourselves.” -- Theodore Roosevelt [Page 117]

39. The All-Purpose Book

“*John Milton* declared that ‘there are no songs to be compared to the song of Zion, no orations to equal those of the Prophets, and no politics equal to those the Scriptures can teach us.’ *John Ruskin* said: ‘to my early knowledge of the Bible I owe the best part of my taste in literature, and the most precious, and, on the whole, the one essential part of my education.’ *Charles Reade* declared that The Book of Jonah is the most beautiful story ever written in so small a compass. *Coleridge* pronounced The Book of Proverbs ‘the best statesman manual ever written,’ and *Woodsworth*, referring to the same book, called it ‘the world’s moral and spiritual manual for all time.’ *Edwin Everett*, the prince among orators, studied Proverbs to improve his English.

Thomas Carlyle declared The Book of Job to be the greatest poem in the world. *Benjamin Franklin* read The Book of Habakkuk to a literary circle in Paris which had been ridiculing the church and the Bible, and won unqualified admiration for its literary beauty. The Bible, testified *Dr. Richard Garnett*, keeper of the printed books at the British Museum, ‘even regarded from a mere literary point of view is inexhaustible, and when the literary charm of the Bible takes hold of the reader, the study of it becomes a duty altogether delightful.’” [Page 124]

40. George Washington Carver and “An Old Book”

George Washington Carver has been called the world’s greatest biochemist. By discovering hundreds of valuable uses for the peanut and sweet potato, he revolutionized Southern agriculture and rose to such prominence that Thomas A. Edison offered him a position at a salary running into six figures. In 1921, Dr. Carver was invited to testify before the Senate Ways and Means Committee on the possibilities of the peanut. Given ten minutes to speak, he so enthralled the committee that the chairman said, “Go ahead Brother. Your time is unlimited.” Carver talked for one hour and forty-five minutes, long past time for adjournment. At the conclusion of his address the chairman asked, “Dr. Carver, how did you learn all of these things?” Carver replied, “From AN OLD BOOK.” “What book?” the Senator inquired. Then came the great man’s significant answer: “The Bible.”

“Does the Bible tell about peanuts?” the surprised Senator queried. “No, sir,” Dr. Carver replied, “but it tells about the God who made the peanut. I asked Him to show me what to do with the peanut, and He did.” [Page 132]

41. The Patton Principles by Porter B. Williamson, Recommended by: Bruce C. Hagen, B.A.S., D.C.

When General Patton took command of the defeated troops in Africa, the first thing he did was make the soldiers shave, wear clean and pressed uniforms, and order them to be properly attired at all times. A soldier with a poor self-image was no good to either his country or himself.

Although General Patton was an outspoken critic of the foreign leaders and his superior officers and was badly maligned for his slapping incident of a battle-fatigued soldier, he did much to shorten and win World War II. Had he been turned loose to pursue his destiny, World War II may have been shortened even more and millions of lives may have been saved. When German units found out that they were going to fight Patton’s army, they threw down their arms and surrendered.

Patton was portrayed as one who believed in reincarnation. He was not a believer in reincarnation. He was such a good militaristic scholar that he knew the battlefield intimately from his study of history. [Page 137]

42. Compensation by Ralph Waldo Emerson, Recommended by: Woody Hayes, Football Coach Emeritus, Ohio State University

If we encountered a man of rare intellect, we should ask him what books he read. – Emerson [Page 141]

43. Congressional Medal of Honor Recipients

The Lessons of History by Will and Ariel Durant, Recommended by: Leo Thorsness, Six years POW

The older I become, the surer I become that using time to study the past saves time in the future. Not only is time saved by applying past lessons to current problems; fate also is saved by not making the same mistakes made by those before us. Forgotten history is repeated history. [Page 144]

44. The Magic of Thinking Big by David Schwartz, Recommended by: Lou Holtz, Football Coach, University of Minnesota

“Attitudes do make the difference. Salesmen with the right attitude beat their quotas; students with the right attitude make A’s; right attitudes pave the way to really happy married life. Right attitudes make you effective in dealing with people, enable you to develop as a leader. Right attitudes win for you in every situation.

Grow these three attitudes. Make them your allies in everything you do.

1. Grow the attitude of *I’m activated*.
2. Grow the attitude of *You are important*.
3. Grow the attitude of *Service First*.” [Page 149]

45. Thomas Jefferson and Aristotle, Dr. Raymond Muncy, Professor of History, Harding University

“An investment in knowledge always pays the best interest.” -- Benjamin Franklin [Page 156]

46. Great Thoughts about Books

If a book is worth reading, it is worth buying. -- John Ruskin [Page 161]

47. Loving God by Chuck Colson, Recommended by: Paul Kuck, President Regal Marine Industries, Inc.

It is from books that wise men derive consolation in the troubles of life. --Victor Hugo [Page 165]

48. Great Thoughts about Books

No matter what his rank or position may be, the lover of books is the richest and happiest of the children of men. -- John Alfred Langford [Page 168]

49. Getting Older and Staying Young by Dr. D.D. Stonecypher
Recommended by: George M. Leader, Leader Nursing and Rehabilitation Centers, former Governor of Pennsylvania

Dr. Stonecypher calls it The Law of Aging. “This law states, those functions (physical and mental) which are exercised, tend to persist, those which are not exercised, tend to disappear.”

Those who obey this law may very well join thousands of others in their 80's, 90's, and 100's who are keen-witted and vigorous and creative.

50. Lincoln & Poetry

Those long-lived and erstwhile companions who, in later years, trafficked in remembering Lincoln were agreed that he had an inexhaustible, if sometimes curious, appreciation of Poetry. Best of all they remember his admiration for Burns and Shakespeare, and frequently mated those outward incompatibles in their commentaries.

Howells conjoined the Scot and Englishman when he wrote in his book, "Before his (i.e., Lincoln's) election to Congress, a copy of Burns was his inseparable companion on the circuit; and this he perused so constantly, that it is said he has now by heart every line of his favorite poet. He is also a diligent student of Shakespeare, 'to know whom is a liberal education.'"

Milton Hay thought that Mr. Lincoln "could very nearly quote all of Burns' poems from memory." He had frequently heard him recite The Whole of **Tam O'Shanter**, **Holy Willie's Prayer** and large portions of the **Cotter's Saturday Night**. According to Hay, Mr. Lincoln had acquired a Scotch accent and could render Burns perfectly. -- David C. Mearns, Windsor Lectures, 1955 [Page 178]

51. Churchill, *Taken from the Diaries of Lord Morgan, Recommended by: Richard Mahoney, CEO, Monsanto*

"For a young boy to create a fantasy father and to sustain that fantasy for many years was remarkable indeed. It showed an ability to forge the required conditions of his development. He had built the model he wanted to follow. It showed an unusual capacity to integrate illusion and reality, to tolerate different perspectives. In later years, he would pursue schemes, no matter how farfetched, with obstinate energy. He would integrate different elements of his nature, the humane and the ruthless, the dreamer and the man of action, in a way that most people cannot. Most people cannot tolerate so many different facets and the tensions they create. They are baffled and upset by inconsistency. They break down, or their behavior becomes pathological. But Churchill was able to adopt contradictory points of view with equal brilliance and insight, and an equal sense of conviction about the rightness of his position, investing it with a deeply felt moral authority. He had done it as a child, when he invented his own version of his father, and he would do it again, at every step of his political ascent." [Page 181]

52. Psycho-Cybernetics by Maxwell Maltz, M.D., Recommended by: R.C.A. Martin, Chairman, Pa. National Mutual Casualty Insurance Co.

The story is told of a plastic surgeon who, upon seeing a tremendously homely man in the subway, offered to perform surgery necessary to improve his looks, at no charge. The man, fully aware of his condition, gratefully agreed. The doctor, wanting some guidance, asked the patient what size nose he wanted, the shape of his mouth, etc., and advised him that he could make him the most handsome man around, that he could change his face completely. The patient replied, "Well, now don't change me too much, I just want to make sure that all of my friends know who this handsome man is." [Page 186]

53. Celebration of Discipline by Richard Foster, Recommended by: Ronald L. Mercer, V.P., Xerox

Reading furnishes the mind only with materials of knowledge; it is thinking makes what we read ours. -- John Locke [Page 189]

54. Life of Johnson, by James Boswell, Recommended by: William Murchison, Associate Editor, Dallas Morning News

"If obedience to the will of God is necessary to happiness, and knowledge of his will be necessary to obedience, I know not how he that withholds this knowledge, or delays it, can be said to love his neighbour as himself. He that voluntarily continues ignorance, is guilty of all the crimes which ignorance produces; as to him that should extinguish the tapers of a light-house, might justly be imputed the calamities of shipwrecks. Christianity is the highest perfection of humanity; and as no man is good but as he wishes the good of others, no man can be good in the highest degree, who wishes not to others, the largest measures of the greatest good." [Page 195]

55. Will Rogers, The Man and His Times by Richard M. Ketchum, Recommended by: Bob Murphy, CPAE, Attorney, Nacogdoches, Texas

"A man learns by two things. One is reading and the other is association with smarter people." [Page 196]

56. Plain Speaking, An Oral Biography of Harry S. Truman by Merle Miller Recommended by: Gordon Myers, M.D., Surgeon

Plain Speaking has been a very inspiring book to me. To quote Harry Truman, "I don't think knowing what's the right thing to do ever gives anybody too much trouble. It's doing the right thing that seems to give a lot of people trouble."

“At this moment I have in my heart a prayer. As I have assumed my heavy duties, I humbly pray to Almighty God in the words of King Solomon, ‘Give therefore Thy servant an understanding heart to judge Thy people that I may discern between good and bad; for who is able to judge this Thy so great a people?’ I ask only to be a good and faithful servant of my Lord and my people.” -- Harry S. Truman, from his first address to Congress after assuming the Presidency [Page 197]

57. Magic of Thinking Big, by David Schwartz, Ph.D., Recommended by: Jim Parker, D.C., President, Parker Chiropractic Research Foundation

I think every human being who wants to grow must act one step bigger than he feels, must push himself just beyond his comfort zone. I believe that nature has a way of giving one that which he acts like he already has.

“Some good book is usually responsible for the success of every really great man.” -- Roy L. Smith [Page 202]

58. Beyond Success and Failure by William and Marguerite Beecher, Recommended by: J. Allan Petersen, Author, Director Family Concern

“The real purpose of books is to trap the mind into doing its own thinking.” -- Christopher Morley [Page 207]

59. Bernard Baruch and Heroes

“Do your duty in all things. You could not do more. You would not wish to do less.” -- Robert E. Lee [Page 216]

60. The Effective Executive by Peter Drucker, Recommended by: Frank E. Sullivan, OLU, President, Mutual Benefit Life

The Effective Executive. Here are some of the good ideas we got from Drucker:

“To be effective is the job of the executive.”

“Intelligence, imagination and knowledge are essential resources, but only effectiveness converts them into results.”

“The only resource in respect to which America can possibly have a competitive advantage is education.”

“Productivity for the knowledge worker means the ability to get the right things done. It means effectiveness.”

“Knowledge work if not defined by Quantity. It is defined by results.” [Page 224]

61. Harry S. Truman and Books

There was a book called *Fifteen Decisive Battles of the World*. Harry Truman felt that you had to understand war to understand mankind. -- Judge Albert A. Ridge [Page 232]

62. Choose Books Wisely

The choice of books, like that of friends, is a serious duty. We are as responsible for what we read as what we do. -- John Lubbock [Page 233]

63. American Caesar by *William Manchester, Recommended by: W.C. Willis, Jr., President, Jenos*

Major General Charles T. Menoher was quoted as saying, “MacArthur is the bloodiest fighting man in this army. I am afraid we are going to lose him sometime, for there is no risk of battle that any soldier is called upon to take that he is not liable to look up and see MacArthur at his side.”

I am a very firm believer that both in my personal life and in the way I manage my business, one must be willing to keep an open mind, assess the situation [both risks and rewards], then seize the opportunity. People who go into situations with closed minds and a lack of conviction to seize opportunities will never succeed...in anything! [Page 244]

64. The Importance of Reading by *J.C. Penney*

There is nothing that will strengthen the mind, broaden the vision, enrich the soul, like the reading of good books. One can find or make no better friend than a good book. [Page 252]

65. “Much, Not Many” by *Charles Haddon Spurgeon 1834-1892*

In reading books let your motto be, “MUCH, NOT MANY.” Think as well as read, and keep the thinking always proportionate to the reading, and your small library will not be a great misfortune. [Page 255]

66. Thoughts About Reading

Reading maketh a full man, conference a ready man, and writing an exact man. -- Francis Bacon [Page 256]

67. Intention, Attention, and Retention

If you are anxious to improve yourself, read books which tend to elevate your taste, refine your imagination, clarify your ambition, raise your ideals.

Read books of power, books which stir the very depths of your being to some purpose. Read books which make your resolve to do and be a little better; to try a little harder to be somebody and to do something in the world. Fifteen minutes' concentrated reading every day would carry one through the great authors in about five years. -- Dr. Orison S. Marden [Page 257]

68. Thoughts About Reading

Through the years, I have often been asked, at conferences and at other gatherings, "How do you get so much reading done?" May I say here, again, that there is only one way to get any reading done, and that is to read. Whatever reading I may do, I do not deprive myself of needed sleep, and am always in bed for at least eight hours every night; I do not withdraw myself from society; and I am not a man free from obligations, that is, I have been a minister or professor all my adult life, and thus many hours of the day are not my own. There is only one way to get any reading done, and that is to read. If one does not wish to read, he will not read – but if he does not, his ministry will be impoverished indeed. -- Wilbur Smith [Page 260]