Need A New Year’s Resolution? Join Mark Zuckerberg In Reading More Books!

How often do you have the chance to weave together such contemporary hot topics as “killer apps” and “social media” with stodgy old notions like “New Year’s resolutions” and “love” and “reading books” into ideas that sound just like the core principles of SIM’s RLF program – courtesy of none other than Mark Zuckerberg (well, with timely suggestions from RLF’s own June Drewry and Joanne Jackowiec)?! The January 3 Business Insider included an article about Zuckerberg’s New Year’s resolutions, including one to “read one book every other week for the entire year, with an emphasis on learning about different cultures, beliefs, histories, and technologies.” Those are books he is talking about – not online wikisummaries or RSS feeds, but actual books! He further explains that he “finds reading books very intellectually fulfilling” and “books allow you to fully explore a topic and immerse yourself in a deeper way than most media today.” Think about that for a minute – coming from one of the titans of media today.

In his best-selling business (yes, business) book, Love is the Killer App, Tim Sanders makes a similar point. Sanders maintains that “love” in the business world is, “The act of intelligently and sensibly sharing your intangibles with your bizpartners. What are our intangibles? Our knowledge, our network, and our compassion.”

In considering the vast amount of knowledge available today and how to best obtain it, Sanders says that “books should be your diet staple because they are the complete thought-meal, containing hypotheses, data, research, and conclusions, combined in a thorough attempt to transfer knowledge.” On the other hand, “magazine articles are between-meal snacks – Ideas Lite.” And, “the news media – electronic or print – are the equivalent of candy and soda: fun to eat, but hardly appropriate to live on.” Saunders goes on to say, “Books give you knowledge. The news gives you awareness. The latter is a measurement of today. Knowledge is a measure of yesterday, today, and tomorrow. Awareness is finite. Knowledge is forever.”

So, do yourself a big favor and make your own New Year’s resolution to gain valuable knowledge that you can share with your business partners – and kickin’ it old school, Zuckerberg-style by reading good books.

To view the RLF’s 2015 booklist, click HERE.