

ignite

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CONNECTING AND INSPIRING YPO-WPO'S GLOBAL LEADERS

THE EVOLVING BUSINESS LEADER

21ST CENTURY CHALLENGES
AND SOLUTIONS



SELL YOUR BUSINESS WITHOUT SELLING OUT

RETAIN TOP TALENT IN A KNOWLEDGE-BASED ECONOMY

THE ROAD LESS TRAVELED TO LEADERSHIP

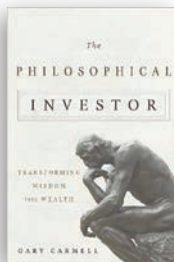
FIND YOUR NEXT FAVORITE BOOK. Browse selections penned by YPO and WPO members, spouses, partners and children. From philosophical investing to optimizing a digital reputation and uncovering the poignant personal stories of a young woman's travels across the globe, readers are certain to find their next page-turner among the YPO-WPO list of selected authors.



THE WRITE STUFF

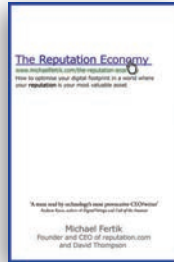
By Mary Woods

Have you written a new book?
Tell us about it.
Email ignite@ypowpo.org.



In his book, "The Philosophical Investor: Transforming Wisdom Into Wealth," **Gary Carmell** (WPO

Southern California) advises investors to take the philosopher's path to find prosperity: reflect rather than just react. With William Shakespeare, David Hume and Arthur Schopenhauer as his mentors, and modern sages like Warren Buffett, George Soros and Charlie Munger guiding his actions, Carmell speaks from a point of success — a nearly 30-year investing career. Understanding the economic landscape helped Carmell grow his real estate investment and management firm, CWS Capital Partners LLC, from assets of USD250 million in the late 1980s to more than USD3 billion today. The company even averaged annual returns exceeding 13 percent during the Great Recession. Carmell combines his financial and life experiences — including nearly losing his 2-year-old son to a stroke — to create innovative strategies to help readers become wealthy in finance and life. Carmell also writes a regular blog at garycarmell.com.



Michael Fertik (YPO SF Bay, YPO Intercontinental), chief executive of Reputation.com, the largest online reputation

management firm, practices what he preaches. "Reputation is currency. It's as valuable as your corporate balance sheet or the cash in your wallet." Fertik manages his reputation daily through his digital footprint to ensure his success. In his new book "The Reputation Economy," he shares innovative ways in which average consumers can protect themselves, their data and their online reputations from the forces that govern the Internet. Fertik draws on his insider tools, insights and research to show how to capitalize on the trends the reputation economy will trigger to improve professional, financial and even social prospects. With a good digital footprint, people can achieve anything in life. This book shows readers how to control, curate and optimize their digital reputation to become rich in a world where reputation is power.



Leaders without followers can't drive change. "rEvolution" is the story of one leader's transformation from a first-time chief

executive officer to the head of a thriving, employee-owned, professional services firm. Author **Tim Leman** (YPO Indiana), chairman and chief executive officer at Gibson, an insurance, risk management and health benefits advisor, shares his own experiences and insights on how a business crisis can produce necessary change, evolution and growth for a company. Leman's passion for leadership helped him recognize the importance of team. "rEvolution" maintains that leaders must carefully examine their own defects, adapt to the changing times and include their team no matter how difficult the circumstances. Above all else, the book demonstrates that a leader's key challenge is to drive organizational clarity through actions and language. Follow Leman on Twitter at [#WhatsTheRisk](https://twitter.com/WhatsTheRisk).



Inspired by true events, "Black Bear Lake," written by Leslie Liautaud (spouse, WPO Chicago, WPO Ocean Reef

Presidents' Organization) is a coming-of-age novel that tells the story of Adam Craig, a 40-year-old stock trader in Chicago, Illinois, USA. With his marriage on the rocks and his life seemingly at a dead end, Craig listens to his therapist and travels to his childhood family compound on Black Bear Lake with hopes of making peace with his past. There, he relives painful memories from the summer of 1983, his last summer at the lake. Craig, only 15 that summer, witnesses his mother's declining health as she battled cancer and observes his cousin's depression from her parent's bitter divorce. The swirl of emotions during that month force Craig to realize the fine line between self-preservation and family, all the while unaware of the impending tragedy that will change his life forever.



When Claire Thomsen, daughter of **Greg Thomsen** (WPO City of Angels), was just 11, her parents

announced they were taking her out of school and disrupting her comfortable life in Malibu, California, USA, to travel the world for a year. "Girl Disrupted" is the product of that adventure and a memoir of how one young girl can change the world. With only one suitcase and a backpack for each of them, Thomsen and her family traveled to more than 20 countries in 2008. Her book shares those experiences, both the poignant and hilarious. One country influenced her as no other — Bhutan. There, she connected with everlasting friends and crafted a mission that makes a difference halfway around the world. "Girl Disrupted" reveals one person's ability to inspire and make the world a better place. ▲