

READING HABITS THAT LEAD TO SUCCESS

What was the last book you've read recently?

How much do you read?

These are important questions, and successful people can prove it – everyday reading increases your knowledge, develops your personal and professional skills and gives you more chances for successful career.

SEEMS, IT'S TIME TO DEVELOP YOUR READING HABITS!



READING *in* NUMBERS



88% Of wealthy people read 30 minutes or more every day.



60+ The average CEO reads 60+ books a year and makes 319x the income of the average worker who reads 1 book a year but finds the time to watch 700 YouTube videos a year.

Wealthy people make good use of reading time:

63%

Listen to audiobooks during their commute.

94%

Read current events.

79%

Read the educational career-related material.

51%

Read about history.

55%

Read for personal development.

11%

ONLY 11 PERCENT read purely for entertainment purposes.

58%

Read biographies of successful people.

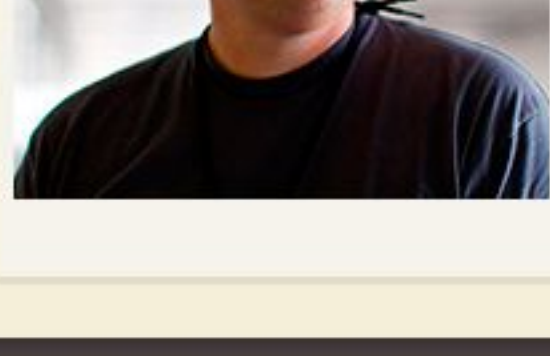


ALL LEADERS *are* READERS

Rich *and* successful people *are* avid readers and have their specific reading routine

MICHAEL ARRINGTON

Founder of TechCrunch



Time for reading: every morning and before going to bed

What he reads: breaking news, fiction

Favorite book: Catch-22 by Joseph Heller.

WARREN BUFFETT

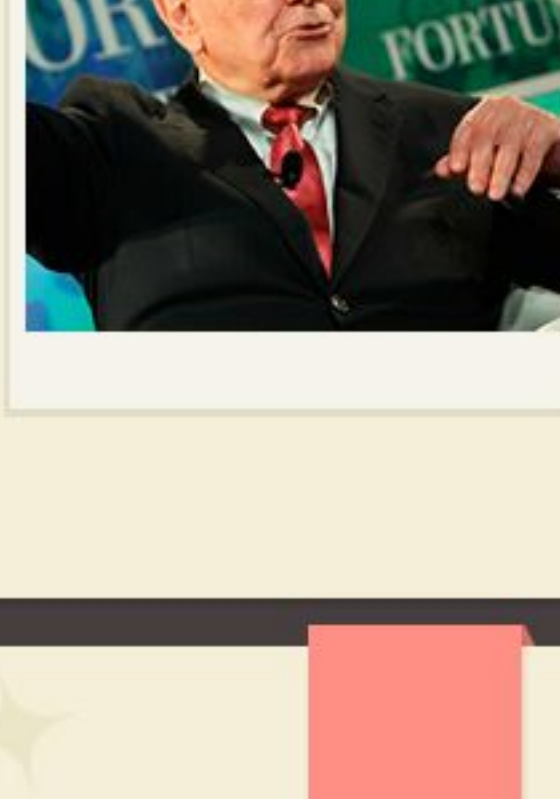
Successful investor, CEO of Berkshire Hathaway

Time for reading: 80 percent of his working day

What he reads: everything from daily newspapers to annual reports

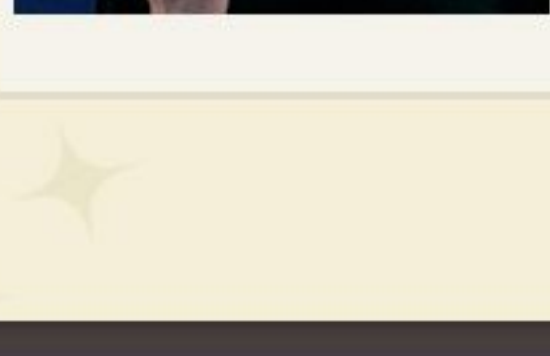
Favorite books:

- The Intelligent Investor by Benjamin Graham,
- Security Analysis by Benjamin Graham,
- Common Stocks and Uncommon Profits by Philip Fisher.



STEVE JOBS

Legendary CEO



Time for reading: he went through lifetime of reading

What he used to read: not just technology and business books, his list included topics like meditation and a vegetarian diet

Favorite books:

- Atlas Shrugged by Ayn Rand,
- Moby Dick by Herman Melville,
- Diet for a Small Planet by Frances Moore Lappe.

OPRAH WINFREY

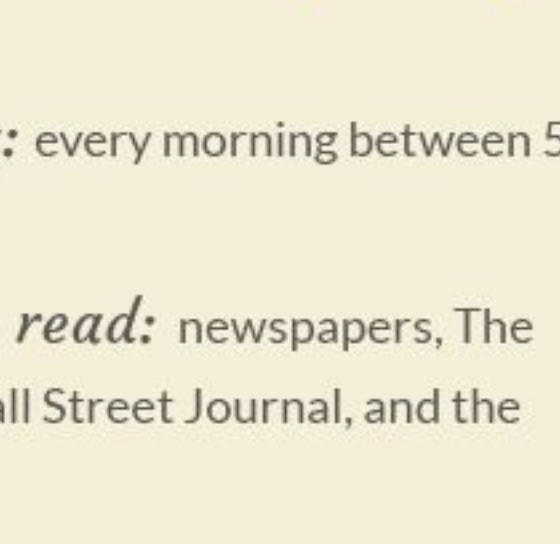
Producer

Time for reading: reads a lot and every day

What he reads: classic and contemporary literature

Favorite books:

- The Power Of Now by Eckhart Tolle,
- To Kill A Mockingbird by Harper Lee.



HOWARD SCHULTZ

The Starbucks CEO



Time for reading: every morning between 5 and 5:30 a.m.

What he used to read: newspapers, The Seattle Times, the Wall Street Journal, and the New York Times

Favorite books:

- Onward by Howard Schultz,
- Pour Your Heart Into It by Howard Schultz.

MARK ZUCKERBERG

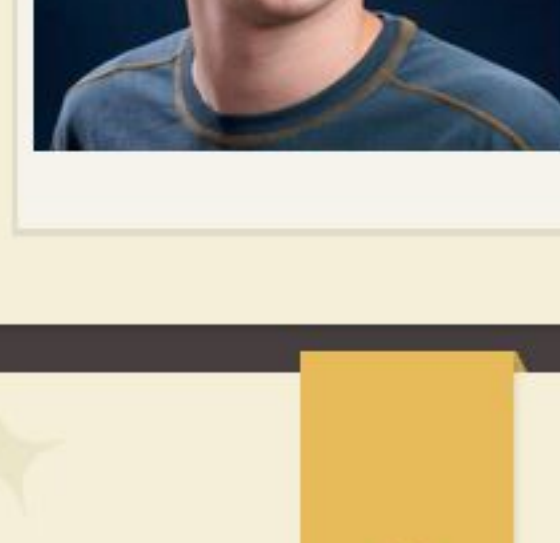
Co-founder of Facebook, the youngest billionaire

Time for reading: two books every month

What he reads: sci-fi novels, books on Chinese culture, science, philosophy, history, politics (had reading list for 2015 on Facebook)

Favorite books:

- The Rational Optimist by Matt Ridley,
- The Three-Body Problem by Liu Cixin.



BILL GATES

Co-founder of Microsoft, business magnate



Time for reading: before going to sleep

What he used to read: books range from inspiring biographies to deep philosophical and intellectual periodicals

Favorite books:

- The Road to Character by David Brooks,
- Being Nixon: A Man Divided by Evan Thomas.

MARK CUBAN

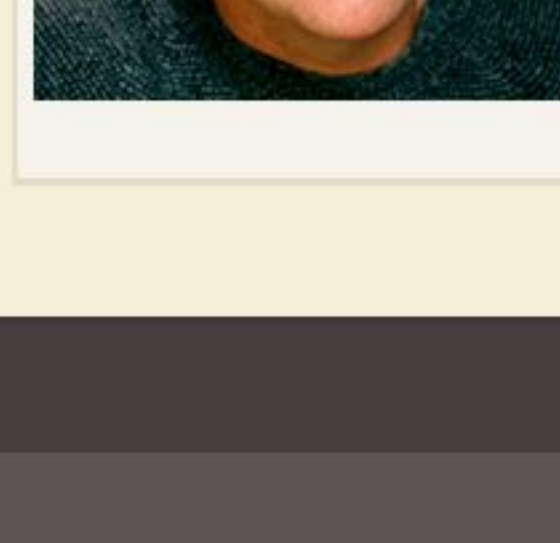
"Shark" investor on Shark Tank

Time for reading: 3 hours every day

What he reads: every book, magazine, and manual he could

Favorite books:

- Rework by Jason Fried,
- The Gospel of Wealth by Andrew Carnegie.



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SOURCES:

- <http://www.success.com/article/16-rich-habits>
- <http://www.fastcompany.com/3040408/5-tips-for-mark-zuckerberg-on-sticking-with-his-2015-reading-challenge>
- <http://americanlibrariesmagazine.org/2011/05/25/reading-for-life-oprah-winfrey>
- <http://www.businessinsider.com/what-successful-people-read-every-morning-2015-5>
- <http://blogmaverick.com/2007/12/24/success-and-motivation>
- <http://www.lifehack.org/articles/lifestyle/10-benefits-reading-why-you-should-read-everyday.htm>