

PROSHARE’S SUMMER READING LIST

Title	Author	Synopsis
The End of Loyalty: the Rise & Fall of Good Jobs in America (non-fiction)	Rick Wartzman	Author Rick Wartzman chronicles the erosion of the relationship between American companies and their workers, through the stories of four major employers--General Motors, General Electric, Kodak, and Coca-Cola. At the height of the post-World War II economy, these companies also believed that worker pay needed to be kept high in order to preserve morale and keep the economy humming. Productivity boomed - but the corporate social contract didn't last. Tracing the ups and downs of these four corporate icons over seventy years, Wartzman's narrative is a biography of the American Dream gone sideways.
How to Stop Time (fiction)	Matt Haig	For every 13 or 14 human years, Tom Hazard, the protagonist of ‘How to Stop Time’ ages just one year due to a genetic disorder. Almost inhabiting a parallel universe, the central character of this book takes us on a journey through time from the 16 th century to present day Hackney, by way of F. Scott Fitzgerald-era Paris. An accessible and thought-provoking summer holiday read.
The Culture Map (non-fiction)	Erin Meyer	Closing keynote speaker at the GEO conference in Rome this year, Prof. Meyer’s book is a must-have for global share plans managers and anyone working with cross-cultural teams. ‘The Culture Map’ is based on Erin’s work at INSEAD business school in Paris and identifies eight dimensions which help to decode the position of one culture relative to another in the context of the workplace.
Capital in the 21 st Century (non fiction)	Thomas Piketty	Written by the French economist Thomas Piketty, the English version became an unlikely bestseller in 2014, sparking debate on the central theme of global inequality. Impeccably researched using more than a decade’s worth of global data, this is a worthwhile investment of your time (it’s 696 pages long) regardless of whether you agree with Professor Piketty’s concluding policy recommendations or not.
The 100 Year Life – Living & Working in an Age of Longevity (non-fiction)	Lynda Gratton	Lynda Gratton is a Professor of Management Practice at London Business School where she directs the program ‘Human Resource Strategy in Transforming Companies’ – considered the world’s leading program on human resources. In June 2016, Lynda launched The 100-Year Life: Living and Working in an Age of Longevity, co-written with Andrew Scott, Professor of Economics at London Business School.
Let IT Go (non-fiction)	Dame Stephanie Shirley	The autobiography of our afternoon keynote speaker at this year’s ProShare Conference. According to the Guardian ‘an extraordinary tale of creativity and resilience, and of the power of well-targeted philanthropy to transform the world’ – and we agree! Dame Stephanie Shirley came to the UK as a child refugee via the Kindertransport, and overcame enormous odds to create a pioneering IT business which was later floated on the London Stock Exchange, turning several employee shareholders into millionaires. That business became Xansa, which won a ProShare Award in 2004.
Fairness for All (non-fiction)	Mark Price	Ex-MD of Waitrose, (now Lord) Mark Price, was motivated to write his book after going to the Occupy protest outside St Paul’s in 2011, saying “What struck me was that they weren't the anarchists you see throwing petrol bombs outside G7 meetings, they were ordinary people, expressing ordinary concerns.” His view is that at its most ruthless, capitalism will exploit to the benefit of those providing finance. That's being exacerbated by the digital and global age. In his book he tells the story of the John Lewis Partnership in the modern context, explaining how engaging the workforce has wider advantages for society.

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