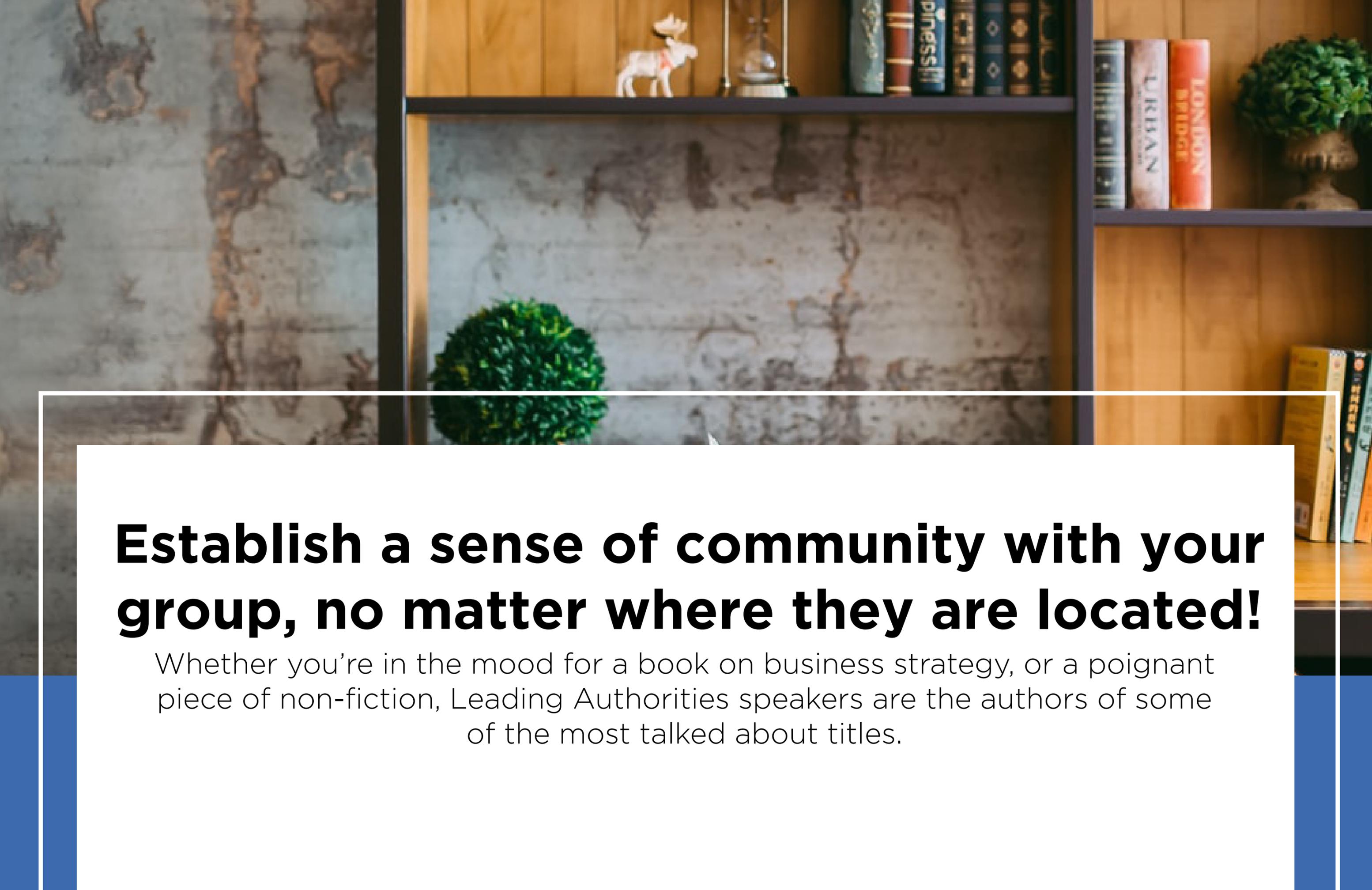




LAI Leading
Authorities, Inc.

BOOK CLUB

A photograph of a wooden bookshelf. The top shelf has a small white dog figurine, a glass jar, and several books. The middle shelf has a green topiary ball. The bottom shelf has more books. The background is a wall with a grey and brown marbled pattern.

Establish a sense of community with your group, no matter where they are located!

Whether you're in the mood for a book on business strategy, or a poignant piece of non-fiction, Leading Authorities speakers are the authors of some of the most talked about titles.

Our Authors

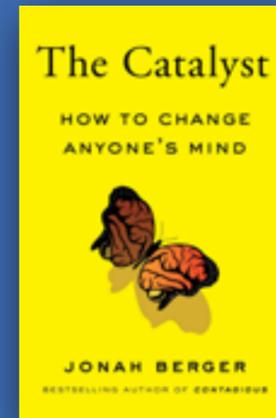
Choose one or more of these top books to read with your group. You'll then have the opportunity to engage in a **pre-scheduled virtual conversation with the author** to discuss the subject matter, ask your questions, and get a behind-the-scenes take on the piece.

The following books are some must reads from authors that we represent:



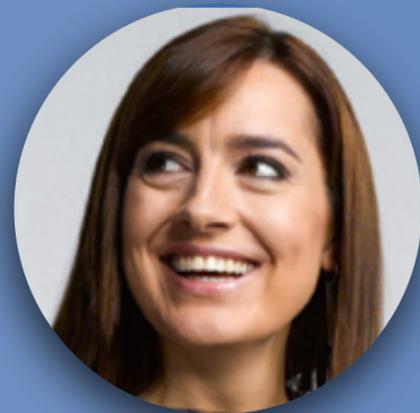
Jonah Berger, Best-Selling Author and Innovation & Change Expert

Jonah Berger is a Wharton School professor and a world-renowned expert on change, social influence, consumer behavior, and how products, ideas, and behaviors catch on. He blends behavioral science, business, and research to help fuel growth within modern organizations.



The Catalyst: How to Change Anyone's Mind

In Catalyst, Berger shares a revolutionary approach to changing minds, even in the toughest of situations. The book provides a powerful way of thinking and a range of techniques that can lead to extraordinary results. Whether you're trying to change one person, or transform an organization, this book will teach you how to become a catalyst.



Sarah Robb O'Hagan, EXOS CEO and Former Executive at Virgin Atlantic, Gatorade, FlyWheel, Equinox, and Nike

O'Hagan explains why turnaround success stories are not the result of one person's vision, or a team of all-stars, but rather an expertly pieced together team of uniquely focused skill sets working together to create the future.



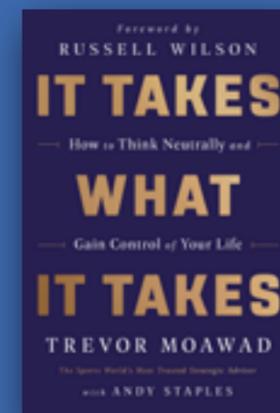
Extreme You: Step Up. Stand Out. Kick Ass. Repeat.

In every challenging situation, individuals face the pressure to play it safe and conform to the accepted norms. But the bolder choice is to embrace what Sarah calls Extreme You: to confidently bring all that is distinctive and relevant about yourself to everything you do. Inspiring, surprising, and practical, Extreme You is her training program for becoming the best version of yourself and have an extraordinary impact on the world.



Trevor Moawad, Mental Conditioning Coach to Top Athletes & CEOs

Trevor Moawad has gained worldwide acclaim for redefining the journey to peak performance for some of the most elite performers in the athletic and business worlds. Moawad is a master motivator who shares with audiences how thinking like a Super Bowl-winning athlete can help them win in all aspects of life.



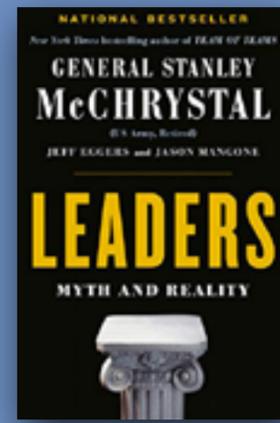
It Takes What It Takes: How to Think Neutrally and Gain Control of Your Life

Trevor shares his battle-tested, high-performance strategy of "neutral thinking" to overcome negativity and achieve any goal. Moawad's motivational approach is elegant but refreshingly simple. He replaces hardwired negativity, with a non-judgmental, nonreactive way of coolly assessing problems and analyzing crises – a mode of attack that offers clarity and calm in the critical moments before taking decisive action.



General Stanley McChrystal, Former Commander of U.S. and International Forces in Afghanistan and Co-Founder of the McChrystal Group

General Stanley McChrystal is a four-star general, the former commander of U.S. and international forces in Afghanistan and the former leader of Joint Special Operations Command. He is widely praised for revolutionizing warfare by fusing intelligence and operations.



Leaders: Myth and Reality

General McChrystal profiles thirteen famous leaders from a wide range of eras and fields—from corporate CEOs to politicians and revolutionaries. He uses their stories to explore how leadership works in practice and to challenge the myths that complicate our thinking about this critical topic. With Plutarch’s Lives as his model, McChrystal looks at paired sets of leaders who followed unconventional paths to success.



Tracy Walder, Former CIA Officer, Former FBI Special Agent, and Educator

Tracy Walder is a former covert operative for CIA’s Counterterrorism Center, where she assumed aliases, thwarted terrorist attacks, and debriefed terrorists at black sites. After the CIA, she went on to become one of the few women to work both at the CIA and FBI, serving as a Special Agent at the FBI’s Los Angeles Field Office.



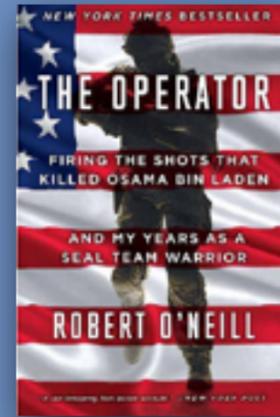
The Unexpected Spy: From the CIA to the FBI

The Unexpected Spy is the riveting story of Walder’s tenure in the CIA and, later, the FBI. In high-security, steel-walled rooms in Virginia, Walder watched al-Qaeda members with drones as President Bush looked over her shoulder. Driven to stop terrorism, Walder debriefed terrorists—men who swore they’d never speak to a woman—until they gave her leads. The book offers her unique perspective of a woman in special operations.



Rob O’Neill, Former SEAL Team Six Leader, Naval Special Warfare Development Group

Rob O’Neill is one of the most highly-decorated combat veterans of our time, and former team leader and operator with the Navy’s SEAL Team Six. He has held combat leadership roles in more than 400 missions, and has served his remarkable career in the shadows.



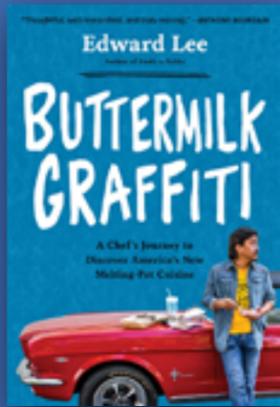
The Operator: Firing the Shots that Killed Osama bin Laden and My Years as a SEAL Team Warrior

This instant New York Times bestseller recounts Rob’s incredible four-hundred-mission career, including the attempts to rescue “Lone Survivor” Marcus Luttrell and abducted-by-Somali-pirates Captain Richard Phillips, and which culminated in the death of the world’s most wanted terrorist—Osama bin Laden.



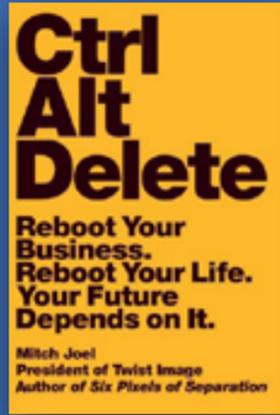
Edward Lee, Award-Winning Chef, Restaurant Owner, and Food Network’s Iron Chef America Winner

Chef Edward Lee is a Korean-American who grew up in Brooklyn, trained in NYC kitchens, and has spent a decade honing his vision to become a progressive chef, award-winning author, philanthropist, and owner of four restaurants.

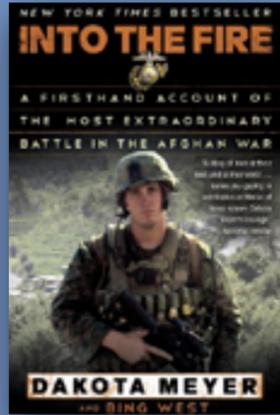


Buttermilk Graffiti: A Chef’s Journey to Discover America’s New Melting Pot Cuisine

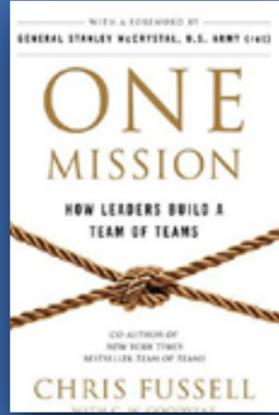
In the book, Lee travels the country in search of America’s new melting-pot cuisine, exploring the people behind the food—the traditions, the innovations, the memories. Experience sixteen adventures and sixteen vibrant new chapters in the great evolving story of American cuisine. Plus forty recipes, created by Lee, that bring these new dishes into our own kitchens.



Mitch Joel
Technology
and Innovation
Expert



Dakota Meyer
Medal of Honor
Recipient



Chris Fussell
President at
McChrystal Group,
Leadership Expert,
and Former US
Navy SEAL Officer



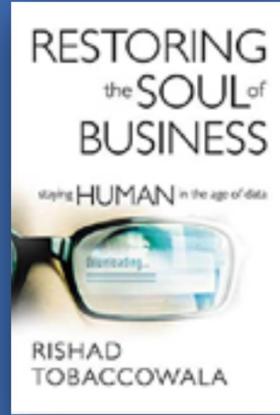
**Sebastian
Terry**
Author, TV House,
Founder of 100
Things
Philanthropic
Movement



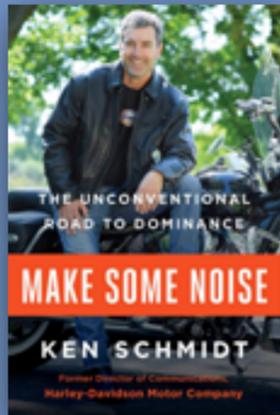
Mike Steep
Executive Director,
Stanford
Engineering
Center for
Disruptive
Technology



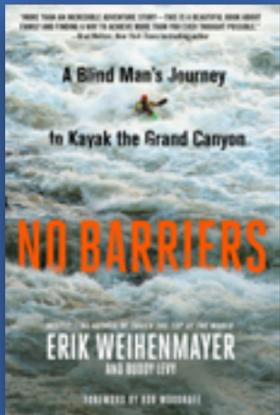
**Daymond
John**
Founder of
FUBU & Star of
Shark Tank



**Rishad
Tobaccowala**
Chief Growth
Officer, Publicis
Groupe & Chairman
of the Tobaccowala
Foundation



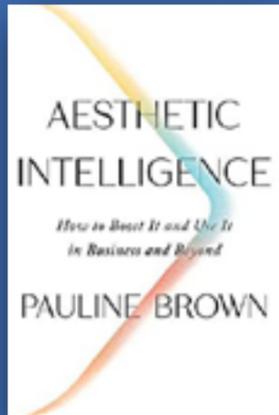
Ken Schmidt
Former Director of
Communications
Strategy at
Harley-Davidson
Motor Company



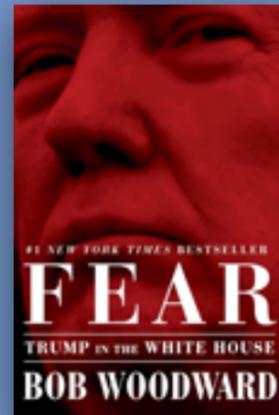
**Erik
Weihenmayer**
World-Class
Blind
Adventurer



**Rich
Atkinson**
Pulitzer-Prize
Winning
Author and
Military Historian



**Pauline
Brown**
Former Chairman
of North America
for LVMH Moët
Hennessy Louis
Vuitton



**Bob
Woodward**
Two-Time
Pulitzer Prize-
Winning Journalist
and Editor of the
Washington Post



This is just a sampling of options from Leading Authorities speakers. Give us a call at 1-800-SPEAKER for more!