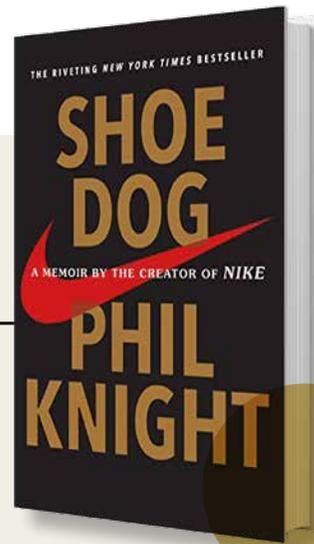


CEIBS Alumni's stay-at-home reading list



Since the beginning of the coronavirus outbreak, people have been cutting back outdoor activities and spending more time reading. Recently, we launched a campaign to collect book recommendations from CEIBS alumni. Here, we have selected recommendations from six alumni. They include stories about entrepreneurs reviving business amidst challenges, enlightening ideas about leadership and insights on consumption trends. We hope you enjoy reading some of these great books.



01

Shoe Dog: A Memoir By The Creator of Nike

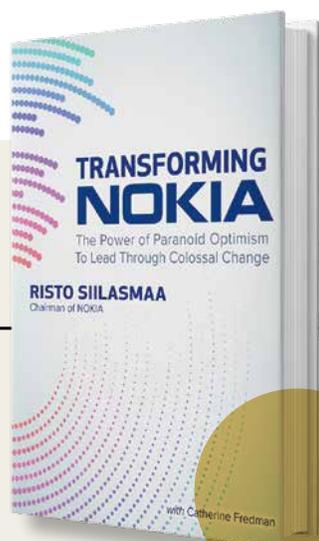
by Phil Knight

Enjoyce Zhu (MBA 2003)
COO at Edenred China

The case of Nike is taught widely at business schools, as the company's stories cover almost all curriculum modules, such as strategy, organisation, brand, operations, supply chain, innovation and leadership. *Shoe Dog* is a memoir by Nike co-founder Phil Knight, who reveals that some of Nike's great strategies actually came about largely by accident or were only solutions when there was no other choice.

What touched me the most about the book is the author's strong self-reflection. Phil Knight had been thinking about what kind of life he wanted to live since an early age and says that running 10 miles daily is his best time for self-reflection. "[I tell people] to hit pause, think long and hard about how they want to spend their time, and with whom they want to spend it for the next forty years," he writes.

Reading this book during the coronavirus outbreak was very enlightening. Life is usually too busy to allow for the luxury of thinking and reflection. The epidemic has allowed us some unexpected time for self-reflection, thinking about important things that we usually do not have time to think about.



02

Transforming Nokia: The Power of Paranoid Optimism to Lead through Colossal Change

by Risto Siilasmaa with Catherine Fredman

Zhai Xiaoqin (EMBA 2007)

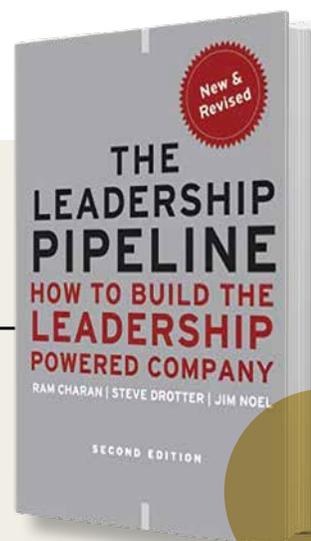
Founder of Xintongze (Beijing) Management Consulting

The epidemic is a big test for many businesses, and a life and death struggle for the companies which have suffered severe drops in revenue. What should we do in a crisis like this?

Stanford professor James G. March believes that a role model comes to mind when a person is in the middle of some important activity. Nokia Chairman Risto Siilasmaa is the role model I recommend in today's situation.

Risto has witnessed the once high-flying Nokia struggle to hang on amidst its transformation into a "burning platform". At the same time, he led Nokia through its transformation from an ailing devices company to a successful network infrastructure player through the divestiture of the company's devices and services business to Microsoft, the acquisition of Nokia Siemens Networks (making networks Nokia's main business) and the acquisition of Alcatel-Lucent.

Risto has created entrepreneurial leadership and used it to guide his actions. As such, his story is a good reference for entrepreneurs to respond to the epidemic crisis.



03

The Leadership Pipeline: How to Build the Leadership Powered Company

by Ram Charan, Stephen Drotter & James Noel

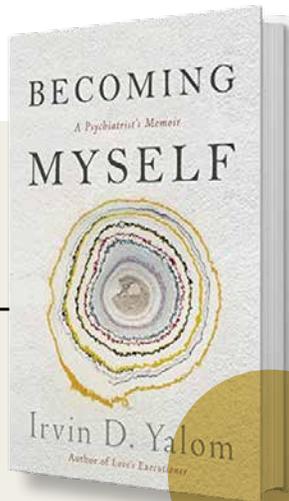
Wan Min (CELC 2016)

Founder and CEO of Hangzhou Shangshangqian Network Technology

The "Leadership Pipeline" model is based on the best practice for leadership development at General Electric in the 1970s, and the book is seen by many as the "bible of leadership development." For entrepreneurs, this is a very useful reference book that shows how companies can plan leadership succession and develop leadership at every level.

Nearly all organisations have problems with staffing at different levels. For example, many managers are doing the work usually done by lower level staff. Not only does this lead to the poor performance of managers, but it also causes a negative impact on lower level employees.

Ideas and practical tools in the book teach us how to ensure that the management skills, time management abilities and work values match what is appropriate for each level across the group.



04

Becoming Myself: A Psychiatrist's Memoir

by Irvin D. Yalom

Zhang Lin (GEMBA 2001)

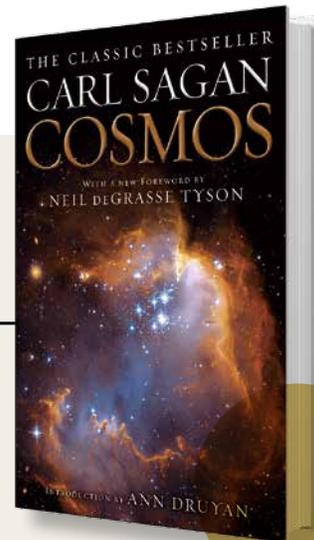
Independent executive coach, on-the-job doctoral candidate at Fielding Graduate University

Irvin D. Yalom is a contemporary existential psychology scholar, philosopher and writer. He wrote this 40-chapter memoir in 2017, recording his 86-year life experience and reflections. Using literary techniques, he looks back at key events in his life. For example, when Yalom was 14, his father had chest pain that his family feared was a heart attack. A doctor consoled Yalom, who then resolved to become a doctor. Through storytelling and reflection, he digs deep inside himself, interpreting the meaning of life and recording how he dedicated his life to comforting those gripped by anxiety.

In the last chapter of this last book, he writes, **"I've had a lifetime of exploring, analysing, and reconstructing my past. I always ask my patients to explore regrets and urge them to aspire to a regret-free life."**

Rollo May, who is 22 years older than Yalom, once said the following about his book, *Love's Executioner*: "Irvin Yalom writes like an angel about the devils that besiege us." Yalom considers this the greatest compliment he has ever received.

Today, I'd like to recommend this book to my friends who are occasionally taking a break in their busy lives. Let's meet ourselves, see the world and think about life in the book.



05

Cosmos

by Carl Sagan

Lucas (FMBA 2012)

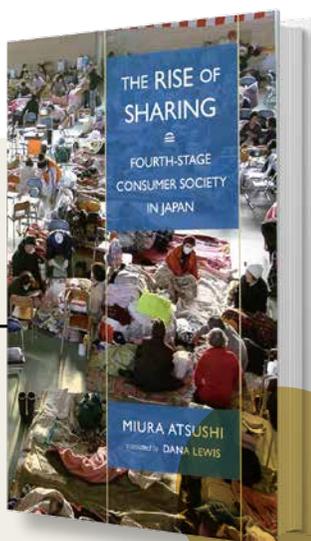
Now, more than ever, we need rationality, calmness and scientific spirit.

From the perspective of the universe, individuals on this planet are insignificant. There are more stars than the number of grains of sand in all the Earth's beaches.

In this book, Carl Sagan told us that the purpose of life on Earth – be it poor or wealthy, old or young, great scientists or illiterates, singing sperm whales or autumn trees – is evolution. On our 4.6-billion-year-old planet, everything tries to use every moment to evolve.

For us confined to our homes, the ongoing epidemic offers an opportunity to sit down and think about the "big" problems troubling mankind. From this perspective, reading the book is a good start.





06



The Rise of Sharing, Fourth-Stage Consumer Society in Japan

by Miura Atsushi

Ge Wenjun (CELC 2017)
Founder of Neo Design, Nanjing

The author of the book, Miura Atsushi, is a Japanese sociologist dedicated to consumption and urban issues. In the book, he described the four stages of consumer society in Japan.

First-stage consumer society (before WWII) was marked by an admiration for modern Western urban culture.

During the second-stage consumer society (post WWII-1974), amidst the rapid rise of household consumption, a large number of standard products emerged, meeting the needs of modern life.

Third-stage consumer society (1975-2004) was a time when high-end, branded and personalised products were highly sought after as people pursued luxury and brands.

During the fourth-stage consumer society (2005-present), mainstream consumers have regained rationality. More than vanity and a life of pleasure, they have focused on inner needs. Instead of pursuing luxury and abundance, they fall in love with simple beauty again and practice the concepts of “refusal, disposal and separation”. The popularity of Muji and Uniqlo reflects a trend towards no brand goods.

Currently, China’s tier 4 and 5 cities might still be in the second stage of consumer society. By contrast, tier 1 cities have already shown signs of fourth-stage consumer society.