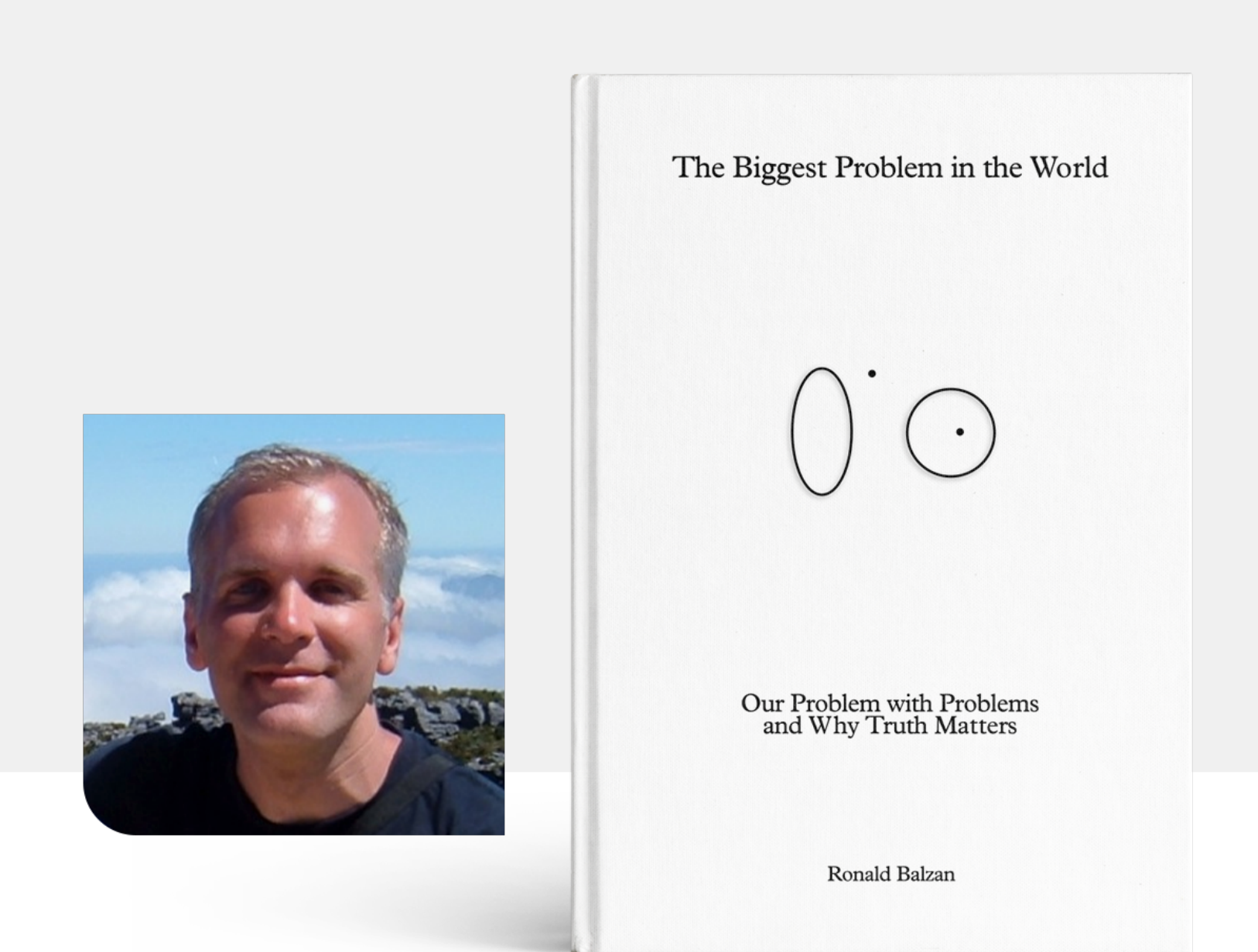


Recommended by Antonis Kocheilas, Global Chief Transformation Officer



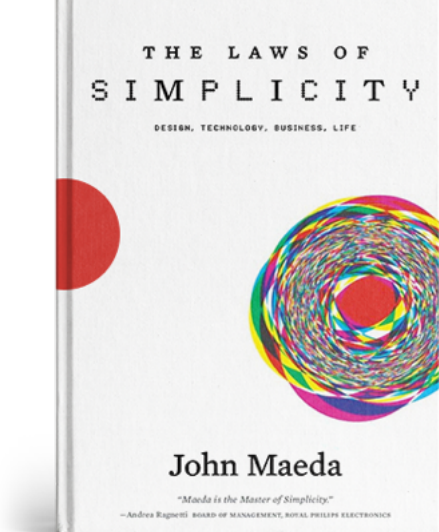
The Biggest Problem in the World

'Our Problem with Problems and Why Truth Matters'

Only by solving problems do we progress in life, both at work and privately. And if we choose not to solve problems, we choose not to progress. Unsolved problems influence our happiness. The whole idea of solving problems is to be part of the solution, which is to choose telling accurate, complete and truthful stories. Build your confidence in the ability to solve problems. Problem solving is the core of our business.

Start reading & listening

The global Reading Club also recommends:



The Law of Simplicity

'Simplicity is about subtracting the obvious and adding the meaningful'

The simplest way to achieve simplicity is through thoughtful reduction. When people have the idea they save time, the complex feels simpler. Knowledge about things also makes everything simpler. Making things simpler is everyone's job. Day in day out. The idea is: 'Use less, gain more'.

Start reading & listening

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



20/30 min listen

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our [about page](#) on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

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