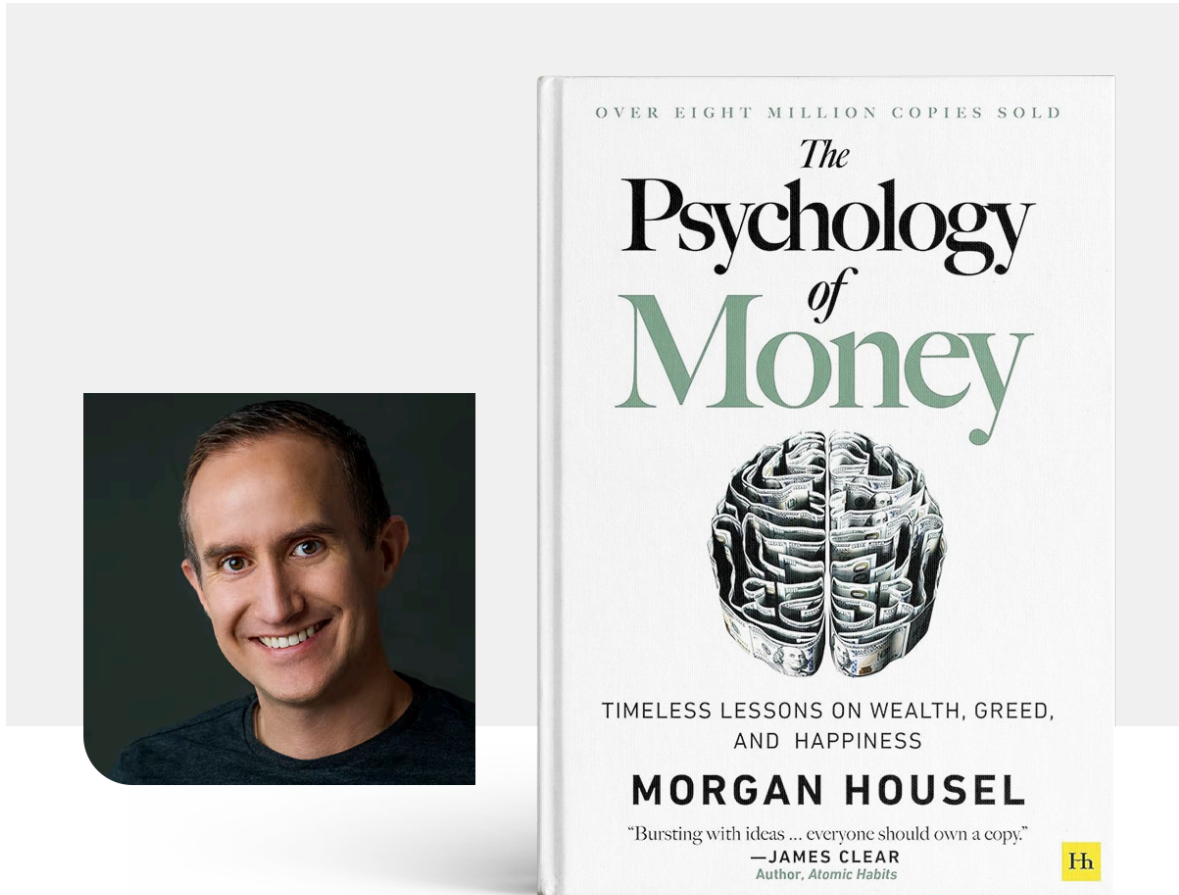


Recommended by Ilaria Traverso, Consultant Ogilvy, Berlin



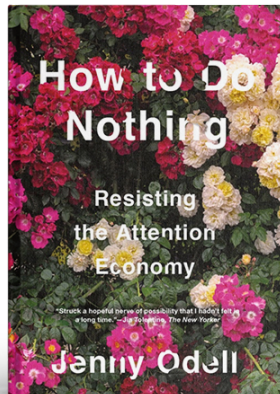
The Psychology of Money

'Timeless lessons on wealth, greed, and happiness'

Money's most valuable function is not consumption, but freedom and time, offering you options, flexibility, and growth. Successful saving and investing money are based on long time views. For creating wealth you need soft skills, rather than financial insights. It is all about behaviour by mastering your ego and give space to more humility to create wealth. Wealth is what makes you happy, not spending money. Sustainable wealth is a long-term purpose, which people usually don't see.

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The global Reading Club also recommends:



How to do nothing

Resisting the Attention Economy

Our attention is the most precious – and overdrawn – resource we have. Doing nothing is taking a pause to resist the ‘*Attention Economy*’. Doing nothing is not a luxury or a waste of time. It is a way to experience deep attention, rather than the shallow attention of commercial messages and most social attention. Shallow attentions are distractions. Deep attention fills the mind with valuable thoughts and ideas. It’s about shifting focus to attention which enriches your life. The life you want to live.

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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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