

**Titans of Business, Investing and Financial Theory**  
Britt Harris' List of Collected Classics

<b><u>Historical Classics</u></b>		
347 BC	The Republic	Plato
1531	The Prince	Machiavelli
B/F 1592	Friendship	De Montaigne
1759	The Theory of Moral Sentiments	Smith
1776	The Wealth of Nations	Smith
1776	Common Sense	Paine
1790	Reflections on the Revolution in France	Burke
1835	Democracy in America	De Tocqueville

<b><u>Classics in Economics</u></b>		
1899	The Theory of the Leisure Class	Veblin
1911	Principles of Political Economy/Taxation	Ricardo
	Das Kapital	Marx
1936	The Theory of General Employment, Interest and Money	Keynes
1944	The Road to Serfdom	Heyek
1953	The Worldly Philosophers	Heilbruner
1954	The History of Economic Analysis	Schumpeter
1957	Atlas Shrugged	Rand
1958	The Affluent Society	Galbraith
1962	Capitalism and Freedom	Friedman
1978	The Way the World Works	Wanniski
1992	Changing Fortunes	Volcker
1992	The Winners Curse	Thaler
	Noble Prize Winning Economics Papers	
2002	The Rise of the Creative Class	Florida
2005	The World is Flat	Friedman

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<b>Leadership: <u>General</u></b>		
1978	Leadership	Burns
1990	On Leadership	Gardner
2003	The Servant Leader	Greenleaf

<b>Leadership: <u>Politics</u></b>		
1948	Winston Churchill Series	Churchill
1956	Roosevelt: The Lion and the Fox	Burns
1978	Leaders	Nixon
1979	The Rise of Theodore Roosevelt	Morris
1986	The Wise Men: Six Friends	Issacson
1991	Churchill	Gilbert
1995	Lincoln	Donald
1997	Lyndon Johnson: Take Charge	Beschloss
2003	Ben Franklin: An American Life	Issacson
2004	Alexander Hamilton	Chernow
2004	George Washington: His Excellency	Ellis
2005	Team of Rivals (Lincoln)	Goodwin
2005	Lincoln's Melancholy	Shrenk

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<b>Leadership:</b> <b><u>Business History</u></b>		
1757/2005	Ben Franklin: Americas Original Entrep.	Franklin/McCormick
1963	Alfred Sloan: My Years at GM	Sloan
1970	Jim Thompson: The Unsolved Mystery	Warren
1979	Howard Hughes: His Life and Madness	Bartlett
1981	J. Pierpont Morgan: Corsair	Sinclair
1983	John Maynard Keynes: Hopes Betrayed	Skidelsky
1987	The Myth of the Robber Barrons	Folsom
1990	The House of Morgan	Chernow
1998	Titan: John Rockefeller	Chernow
2004	The Birth of Plenty: How Prosperity ...	W. Bernstein
2005	John Maynard Keynes: Econ/Philosopher	Skidelsky
2005	Henry Ford: The People's Tycoon	Watts
2005	Jay Gould: Dark Genius	Rehman
2005	The Tycoons (Rock, Gould, Carnegie, Mor.)	Morris
2005	Lincoln's Melancholy	Shrenk
2005	The Battle for the Soul of Capitalism	Bogle

<b>Leadership:</b> <b><u>Business Current</u></b>		
1974	Stanley Marcus: Made in America	Marcus
1989	West of Eden: End of Innocence (Apple)	Rose
1992	Sam Walton: Made in America	Walton
1996	Andrew Grove: Only the Paranoid Survive	Grove
2002	Character Counts (Bogle)	Bogle
2003	Capital: The Story of LT Inv. Excellence	Ellis
2003	David Rockefeller: Memoirs	Rockefeller
2005	Jack Welch: Winning (?)	Welch
2005	Steve Jobs: iCon	Young

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<b><u>Leadership: Heroes for Change</u></b>		
1957	Gandi: My Experiments with Truth	Gandi
1994	The Long Walk to Freedom	Mandella
1994	Apollo 13	Lovell
1996	Undaunted Courage	Ambross
2000	Failure is Not an Option	Thormdike
	Jesus on Leadership	Wilkes
2005	1968: The Year that Rocked the World	Kurlansky

<b><u>Corporate Strategy</u></b>		
1932	The Modern Corporation and Private Prop.	Berle
1946	The Concept of the Corporation	Drucker
1962	Strategy and Structure	Chandler
1977	The Visible Hand and Managerial Revol.	Chandler
1980	Competitive Strategy	Porter
1981	The Soul of the New Machine	Kidder
1981	Getting to Yes: Negotiating Agreement	Fisher
1982	In Search of Excellence	Peters
1984	The Evolution of the Corporation	Axelrod
1990	Scale and Scope: Dynamics of Ind. Cap.	Chandler
1991	The Prize (Oil)	Yergin
1994	No Ordinary Time	Goodwin
1994	Built to Last (Good to Great)	Collins
1997	Guns, Germs and Steel	Diamond
1998	Wealth and Poverty of Nations	Gilder
2000	Treatise on Human Nature	Hume
2000	Re-Engineering the Corporation	Crainer
2001	The Management Century	Hammer
2005	China Inc.	Fishman

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<b><u>Genius</u></b>		
1925	ABC's of Relativity	Russell
1952	The Fountainhead	Rand
1954	Ideas and Opinions	Einstein
1978	In Search of History	White
1983	Frames of Mind: Multiple Intelligences	Gardner
1988/96	A Brief History of Time	Hawking
1992	Genius: Richard Feynman (Quant. Physics)	Gleick
1992	Ten Lectures on Wavelets	Daubechies
2003	A Short History of Nearly Everything	Bryson

<b><u>Literature and Creativity</u></b>		
B/F 1616	Hamlet	Shakespeare
1843	A Christmas Carol	Dickens
1851	Moby Dick (The Whale)	Melville
1868	The Idiot	Dostoevsky
B/F 1881	The Brothers Karamazov	Dostoevsky
1907	Great Expectations	Dickens
1936	Gone With the Wind	Mitchell
1939	The Grapes of Wrath	Steinbeck
1960	To Kill a Mockingbird	Lee

<b><u>Stock Selection</u></b>		
1934	Security Analysis	Graham
1949R	The Intelligent Investor	Graham
1958	Common Stocks and Uncommon Profits	Fisher
1967R	The Money Game	Smith
1990R	Valuation: Measuring/Managing Value	McKinsey
1991	Margin of Safety	Klarman
1998	What Works on Wall Street	O'Shaughnessey
2000	Active Portfolio Management	Grinold/Kahn
2005	The Little Book that Beats the Market	Greenblat

<b><u>Investors</u></b>		
1987	The Alchemy of Finance	Soros
1989	One Up on Wall Street	Lynch
1999	John Neff on Investing	Neff
2005	The Warren Buffet Way	Hagstrom
2005	Hedgehogging (Traxis)	Biggs
2005	Memos from Howard Marks (Oak Tree)	Marks

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<p><b><u>Market Manias</u></b></p>		
1841R	Extraord. Popular Delusions: Mad Crowds	Mackay
1922	Reminiscences of a Stock Market Operator	Lefevre
1940	Where are the Customer's Yachts?	Schwed
1954	The Crash of 1929	Galbraith
1968	Panic on Wall Street: History of Disasters	Sobel
1982	Group Think	Taleb
1999	Devil Take the Hindmost	Chancellor
2003	Big Bets Gone Bad: Der. and Bankruptcy	Jorian
2004	Fooled by Randomness	Taleb
2004	Origins of the Crash	Lowenstein
2005	The Coming Credit Crunch	Chancellor
<p><b><u>Theory/ Efficient Markets</u></b></p>		
1973	A Random Walk Down Wall Street	Malkiel
1992	Capital Ideas	Bernstein
1992	The Winners Curse	Thaler
1993R	Advances in Behavioral Finance: I and II	Thaler
2000	Inefficient Markets: Intro to Behavioral Fin	Shleifer
2002	Behavioral Finance: Irrational Minds/Mkts	Montier
<p><b><u>Investment Policy/Practice</u></b></p>		
19776	The Unseen Rev.: Pension Fund Socialism	Drucker
1977R	Investment Policy: Winning the Losers Game	Ellis
1982R	Stocks, Bonds, Bills and Inflation	Ibbotson/Sinque..
1986R	Pension Funds and the Bottom Line	Ambachtsheer
1994R	Stocks for the Long Run	Siegal
1996	Against the gods	Bernstein
2000	Pioneering Portfolio Management	Swenson
2003	Investment in Pension Funds/Endowments	Olson
2003	Modern Investment Management: Equil.	Litterman

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<b><u>Monetary Policy</u></b>		
1963	The Monetary History of the US	Friedman
2000	The Power of Gold	Bernstein
2000	Maestro: Greenspan's Fed	Woodward

<b><u>Investment Case Studies</u></b>		
1965	The Great Salad Oil Swindle	Miller
1989	Liars Poker	Lewis
1990	Barbarians and the Gate	Burrough
1991	Den of Thieves	Stewart
1997	The Essays of Warren Buffet	Cunningham
2000	When Genius Failed	Woodward
2003	Money Ball	Lewis
2003	The Smartest Guys in the Room	McLean

<b><u>Individual Investors</u></b>		
1996	The Millionaire Next Door	Stanley
1997	Common Sense on Mutual Funds	Bogle
1997	The Death of the Banker	Chernow
1997	Rich Dad, Poor Dad	Kiyosaki
2005	Unconventional Success	Swenson
2005	The Future for Investors	Siegal

<b><u>Other Investment</u></b>		
1989/92	Investment Classics: I and II	Ellis
1996	The Millionaire Next Door	Stanley
2005	Blink	Gladwell
2005	The Wisdom of Crowds	Surowiecki
Continual	Bridgewater Daily Observations	Prince/Dalio
Quarterly	Jeremy Grantham's Client letter (GMO)	Grantham

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<b><u>Investment Theory – Books</u></b>		
1959	Portfolio Selection and Efficient Divers.	Markowitz
1959	The Theory of Value	Debreu
1970	Portfolio Theory and Capital Markets	Sharpe
1972	The Theory of Finance	Fama
1975	A Random Walk Down Wall Street	Malkiel
1992	Capital Ideas	Berstsejn
1993/2005	Advances in Behavioral Finance: I and II	Thaler
2002	The Paradox of Asset Pricing	Bossaerts

Note: Cowles Foundation

<b><u>Investment Theory – Papers</u></b>		
1930's	Dividend Discount Model	Burr
1958	The Cost of Capital: Corp Finance/Inv Portfolio Selection: Efficient Diversification	Markowitz
1964	Capital Asset Prices: Market Equilibrium	Sharpe
1970	Efficient Capital Markets	Fama
1973	Theory of Rational Options Pricing	Ross
1973	Theory of Options and Corp. Liabilities	Black/Scholes
1976	Arbitrage Theory of Capital Asset Pricing	Ross
1976	The Theory of the Firm: Managerial Beh. Firms, Contracts and Financial Structure	Jensen Hart
1977	Debt and Taxes	Miller
1982	Stocks, Bonds, Bills and Inflation	Ibbotson/Sinque.
1983	International Portfolio Choice/Corp Finance	Adler
1984	Fin, Intermediation/Delegated Monitoring	
1985	What's Different About Banks	Fama
1986	Corporate Financing and Investment Dec.	Jenson
1992	The Cross-Section of Exp. Stock Returns	Fama/French

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<b><u>Philosophy of Life (World View)</u></b>		
	The Bible	
	The Koran	
1859	On Natural Selection	Darwin
1946	Mans Search for Meaning	Frankl
1952	Mere Christianity	Lewis
1955	Surprised by Joy	Lewis
1961	A Grief Observed	Lewis
1996	Into the Valley and Out Again	Elder
1997	Rich Christians in an Age of Hunger	Sider
1999	No Future Without Forgiveness	Tutu
2001	Living a Life that Matters	Kushner
2002	The Heavenly Man	Hattaway
2002	The Case for Faith	Stroebel
2002	The Question of God	Nicholi

<b><u>Career Advice</u></b>		
1970/2006	What Color is Your Parachute	Bulles
1982	Finding a Job You Can Love	Mattson
1996	Loving Your Work Ever After	Taufen
1998	Who Moved My Cheese?	Johnson
2000	The Art of Possibility	Zander
2001	Reclaiming the Future	Berglas
2002	What Should I Do with the Rest of My Life?	Bronson
2005	Have No Career Fear	Student Team
2005	From Nobodies to Somebodies	Ham

<b><u>Children's Books</u></b>		
	King Author and His Knights	Knowles
	Tales from Shakespeare	Shakespeare/Lamb
	Peter Pan	Barrie
	Little Women	Alcott
	Adventures of Tom Sawyer	Twain
	Anne of Green Gables	Montgomery
	The Chronicles of Narnia	Lewis

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<b><u>Overflow</u></b>		
1936	How to Win Friends and Influence People	Carnegie
1986	All I Need to Know – Kindergarten	Fulghum
1989	The 7 Habits of Highly Effective People	Covey
1993	Making the Terrible Twos Terrific	Rosemond
1996	Learn to Earn	Lynch
1998	The 7 Habits of Highly Effective Teens	Covey
1998	The Habits of Highly Effective Churches	Barna
2000	What I Know for Sure	Winfrey
2000	Lexus and the Olive Tree	Friedman
2003	Saving Capitalism from Capitalists	Rajan
2003	A Million Little Pieces (?)	Frey
2004	25 Ways to Win With People	Maxwell
2005	Business Class (etiquette)	Whitmore
2005	Marley and Me (a man and his dog)	Grogran

<b><u>Humor</u></b>		
1972	Something Nasty in the Woodshed	Bonfiglioli
1972	Don't Point that Thing at Me	Bonfiglioli
1972	After You With the Pistol	Bonfiglioli
1987	Answered Prayers	Capote

The list of classic books that comprise the foundation for the Titans course at A&M is the result of a survey Britt Harris conducted of 70 of the world's most successful investors, business people, politicians and academics. The question was “What are the 3-5 most important books that have provided a solid foundation for your career and decision making?” The result was a list of around 200 books across a wide spectrum of topics.