

Economic Times - ET Casual

rack of reads

FICTION, TRAVEL OR BUSINESS—BOOKS HAVE TAUGHT **MARIO PEREZ** A LOT OF VALUABLE LESSONS IN LIFE



Some of my favourite books are *Differentiate or Die: Survival in Our Era of Killer Competition* by Jack Trout, *The Fountainhead* by Ayn Rand, *Catch 22* by Joseph Heller and *The Black Swan* by Nassim Nicholas Taleb.

Differentiate or Die illustrates that differentiation is the cornerstone of successful marketing.

book worm

The Fountainhead is the ultimate classic that tells the story of

Howard Roark, who is tested by his school, superiors, love and the law.

Catch 22 is a masterpiece as it successfully blends disparate moods. *The Black Swan* explores randomness and examines the influence of unpredictable events.



Differentiate or Die taught me that today's global market is witnessing lightning-fast changes and there's no point in inventing a product only to sit back and hope that consumers everywhere will discover its greatness. *The Fountainhead* highlights the protagonist's passion for work and his uncompromising creativity in accomplishing his professional goals. It is definitely something to strive for. *Catch 22* makes one realise how senseless war is, especially for people who must put their lives on the line. *The Black Swan* conveys an important message that the world is not governed by the predictable and the average, but by the random and the unpredictable. Change does not come in a uniform fashion but in unpredictable spurts. Henceforth one should always be prepared for change.

I like reading fiction, business and travel books. I believe that reading books help a person not only in the personal sphere, but also in business.

Perez is director - sales, marketing & products, Canara HSBC Oriental Bank of Commerce Life Insurance Company



AS TOLD TO DEVLINA GANGULY