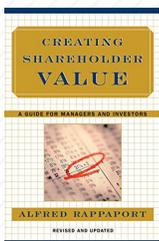


Clarkston Capital Book Club

VOLUME 3, SUMMER 2020

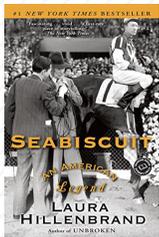
At Clarkston Capital we believe in lifelong learning. The team is always reading material from classics to new best sellers; books from the business section and beyond. We would like to share some current titles occupying our desks and discussions in the Clarkston Book Club.



BRANDON BROOKS | Research Analyst

Creating Shareholder Value: A Guide for Managers and Investors by Alfred Rappaport

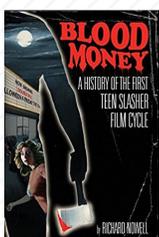
"A classic, foundational piece that lays the groundwork for sound investment analysis. Rappaport provides clearly articulated strategy and measures for both investors and operators to incorporate in their decision making processes. The emphasis placed on linking shareholder value and competitive strategy by examining dollars of value created, bridges theory and practice. The principles presented here are a timeless refresh and helped me refocus on the important points in what seems to be an increasingly noisy environment."



CLAIRE BAENEN | Investor Relations Associate

Seabiscuit: An American Legend by Laura Hillenbrand

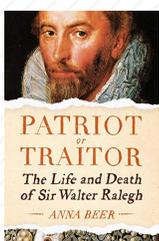
"I picked up this book because I love racehorses. I was gripped from the moment I finished the preface. Not only is this a beautifully written sports biography of a truly great athlete, but it also details the lives of Seabiscuit's jockey, Red Pollard, his trainer, Tom White, and his owner, Charles Howard. Three men from very diverse backgrounds whose lives and careers led them to greatness on the back of the 'Biscuit. Seabiscuit ran during the brutal years of the great depression. He was a small, unattractive horse who ran with grit and a huge heart, a true competitor. His rags to riches story captured the hearts of Americans and gave the nation something to rally behind. This engaging book was especially meaningful to me now, during the COVID-19 pandemic, a salient reminder that our nation has the will and the capacity to beat the odds and regain its strength and integrity."



JERRY HAKALA | Co-CIO

Blood Money: A History of the First Teen Slasher Film Cycle by Richard Nowell

"I first watched John Carpenter's *Halloween* when I was in the 5th grade. As I lay sleep deprived for the next 14 nights, fearful that Michael Myers would visit my bedroom, I fell in love with horror movies and the way they spiked my adrenaline levels. Richard Nowell, in this tirelessly researched book, approaches the 1970s and 1980s production of teen slashers from a commercial perspective. He offers his model of film cycle development and how the production during different stages affected the economic success of *Halloween* and *Friday the 13th* versus failure of later copycat slashers he calls "Carpetbagger Cash-Ins." Value investors will appreciate Nowell's economic model used to describe the teen slasher cycle, and those investors, like myself, who were lucky enough to grow up under the influence of 80s pop culture will love this book."



WILL KASSAB | Associate, Data Governance

Patriot or Traitor: The Life and Death of Sir Walter Raleigh by Anna Beer

"A thrilling biography of one of history's most captivating figures. Beer renders in vivid detail the legendary explorer's climb from lowly soldier to Queen Elizabeth's favorite courtier, his efforts to found the lost American colony of Roanoke, and his famous expeditions in search of the mythical golden city, El Dorado. Beer fills each page with action, romance, suspense, and rich history. This biography reads like an adventure novel, and I can't recommend it enough."

**"THE MORE THAT YOU READ, THE MORE THINGS YOU WILL KNOW.
THE MORE THAT YOU LEARN, THE MORE PLACES YOU'LL GO." - DR. SEUSS**

Have a favorite book you have recently read? Reply and let us know!
We love to add great works to the Clarkston library!

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