# **List of helpful resources and tips**

**Recommended Reading:**

[Zappos: Acquisition by Amazon](https://www.zappos.com/ceoletter)

[Airbnb: Pandemic-related layoffs](https://news.airbnb.com/a-message-from-co-founder-and-ceo-brian-chesky/)

[J&J: Fighting racism and injustice](https://www.diversitybestpractices.com/johnson-johnson-ceos-letter-to-companys-135000-global-employees-about-recent-events-in-united-states)

Ways to Build Your Knowledge:

* Subscribe to the (free) NYT DealBook Briefing (Andrew Ross Sorkin)
* Pick (at least) one business periodical and read it regularly
* Read, watch and listen to local business news
* Watch business television (like CNBC and Bloomberg)
* Write down/look up terms you don’t understand
* Pick a public company and subscribe to Google Alerts
  + Read its news, annual report, investor calls, IR website
* Build and follow a list of your own credible sources
* Take a class in business, economics, finance or accounting
* Build your personal finance education: seminars, apps, podcasts