

# What's On Your Nightstand?

## John Burke

**"True Compass" by Ted Kennedy**

**"How the Mighty Fall" by Jim Collins**

**"Twitterville" by Shel Israel**

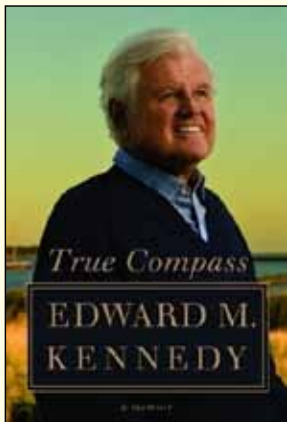
Trek Bicycle president John Burke is a voracious reader, "but not a recreational reader," he told us. "I love history, biographies and business books, and not much outside of that."

His books are on his nightstand, but not his magazines or newspapers. "Those are all on my Kindle, which I highly recommend," Burke said. "Not the books yet. I still like to underline and keep my books, then go back later and look at them."

Burke is halfway through the Ted Kennedy biography. "It's a fascinating book; the first memoir written by one of the three brothers. I'm reading this one slowly, which means it's really interesting," Burke said.

"For me the amazing stuff is the po-

litical tides of the last 50 years and how they've intertwined, from a guy who was in the midst of it all. I've always liked to read books about great lives, republican or democrat. There's so much to learn through the eyes of someone who has lived a great life.



"Ted Kennedy's insights on the 1960 presidential election and the JFK assassination are riveting," Burke added. "The sorry thing today about American politics is the level of hate and lack of civility."

Another must-read for Burke is "How the Mighty Fall." "All of Jim Collins' books are fabulous," Burke said.

"There's something to be learned from this, whether you're a small company or a big company. It's so applicable, because in Collins' term, some are built to last and others aren't. Take a look around. So many companies are doing great, then three years later they're gone. Collins helps you see how to be one that doesn't fall." —Ray Keener