



# Speakers Bureau Catalog

2022–23

HARVARD  
ALUMNI ASSOCIATION





### **Tommy Amaker**

**Title:** Thomas G. Stemberg '71 Family Endowed Head Coach for Men's Basketball

**Possible Topics:** Harvard athletics today, national issues surrounding recruiting, sports specialization and year-round commitment, lessons learned through athletics participation, transforming an athletics program, sustaining excellence while staying true to Ivy ideals

**Virtual Events and In-Person Events**



### **Bharat Anand AB '88**

**Title:** Vice Provost for Advances in Learning; Henry R. Byers Professor of Business Administration, Harvard Business School

**Possible Topics:** Digital strategy and transformation, future of learning, media and entertainment strategy, remote learning in a pandemic

**Virtual Events and In-Person Events**

#### **Recent books/publications:**

[\*The Content Trap: A Strategist's Guide to Digital Change\*](#)

["The Coronavirus Allows Us to Reimagine the College Experience"](#)



### **Ali S. A. Asani AB '77, PhD '84**

**Title:** Murray A. Albertson Professor of Middle Eastern Studies and Professor of Indo-Muslim and Islamic Religion and Cultures, Faculty of Arts and Sciences

**Possible topics:** "Pluralism, Intolerance, and the Quran: Challenges in Contemporary Islam;" "Religion and Politics in Contemporary Muslim Societies: The Rise of Anti-Western Movements in the Islamic World;" "Islamist Groups in the Muslim World;" "Islam in America: Understanding Islam and the Role of Religion in Muslim Societies: Going Beyond the Headlines;" "The Importance of Religious and Cultural Literacy in a Cosmopolitan World"

**Virtual Events and In-Person Events**



### **Julie Battilana**

**Title:** Joseph C. Wilson Professor of Business Administration, Harvard Business School; Alan L. Gleitsman Professor of Social Innovation, Harvard Kennedy School

**Possible Topics:** Power dynamics in interpersonal relationships, organizations, and society; change implementation in organizations and in society; social innovation; the joint pursuit of social, environmental, and financial goals in corporation

**Virtual Events and In-Person Events**

#### **Recent Books/Publications:**

[\*Power, for All: How It Really Works and Why It's Everyone's Business\*](#)

[\*Le Manifeste Travail: Démocratiser, Démarchandiser, Dépolluer\*](#)



### **Paul Biddinger**

**Title:** Associate Professor of Emergency Medicine, Harvard Medical School; Director, MGH Center for Disaster Medicine; Medical Director for Emergency Preparedness Mass General Brigham

**Possible Topics:** Emergency preparedness and disaster medicine, COVID-19 response, mass casualty response

**Virtual Events and In-Person Events**

#### **Recent books/publications:**

[\*"Novel Coronavirus and Old Lessons—Preparing the Health System for the Pandemic"\*](#)



### **Sara Bleich PhD '07**

**Title:** Professor of Public Health Policy, Harvard T.H. Chan School of Public Health; Carol K. Pforzheimer Professor and Social Sciences Advisor, Radcliffe Institute for Advanced Study.

**Possible Topics:** Health policies to prevent obesity and diet-related diseases, nutrition policy, factors that promote unhealthy eating behaviors, interventions to improve eating habits, health equity, social determinants of health

**Virtual Events and In-Person Events**

#### **Recent publications:**

[\*"Strengthening the Public Health Impacts of the Supplemental Nutrition Assistance"\*](#)

[\*"The Association of a Sweetened Beverage Tax With Changes in Beverage Prices and Purchases at Independent Stores"\*](#)

[\*"A Roadmap for Sustaining Healthy Eating Behavior"\*](#)

[\*"The Complex Relationship Between Diet and Health"\*](#)





### **Michael P. Brenner**

**Title:** Michael F. Cronin Professor of Applied Mathematics and Applied Physics and Professor of Physics, Harvard John A. Paulson School of Engineering and Applied Sciences; Kavli Scholar, Kavli Institute for Bionano Science and Technology

**Possible topics:** Using methods and ideas of applied mathematics to address problems in science and technology, biophysics and self-assembly, bioengineering, science and cooking

**Virtual Events and In-Person Events**

**Recent books/articles:**

[\*Science and Cooking: Physics Meets Food, From Homemade to Haute Cuisine\*](#)



### **Arthur Brooks**

**Title:** William Henry Bloomberg Professor of the Practice of Public Leadership, Harvard Kennedy School; Professor of Management Practice, Harvard Business School

**Possible Topics:** Happiness, Political Reconciliation, Nonprofit Leadership

**Virtual Events**

**Recent books/publications:**

[\*From Strength to Strength\*](#)

[\*Love Your Enemies: How Decent People can Save America from Our Culture of Contempt\*](#)

[\*The Conservative Heart: How to Build a Fairer, Happier, and More Prosperous America\*](#)



### **Caroline Buckee**

**Title:** Professor of Epidemiology and Associate Director of the Center for Communicable Disease Dynamics, Harvard T.H. Chan School of Public Health

**Possible Topics:** Effective COVID-19 surveillance and response, COVID-19's effects on vulnerable populations, what we know about the COVID-19 pandemic

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*"Improving Epidemic Surveillance and Response: Big Data Is Dead, Long Live Big Data"\*](#)

[\*"Aggregated Mobility Data Could Help Fight COVID-19"\*](#)

[\*"U.S. County-Level Characteristics to Inform Equitable COVID-19 Response"\*](#)



### **Bruno Carvalho PhD '09**

**Title:** Professor of Romance Languages and Literatures and African and African American Studies, Faculty of Arts and Sciences; Affiliated Professor in Urban Planning and Design, Harvard Graduate School of Design; Co-Director of the Harvard Mellon Urban Initiative

**Possible Topics:** Urban futures in history; urban studies; interplays between urban diversity, inequality, and segregation; race and the history of racism; sociospatial theory; architecture and urban planning; migration; environmental humanities and climate change; film and media studies; Latin American studies; Luso-Afro-Brazilian literatures and cultures

**Virtual Events and In-Person Events**

#### **Recent Publications:**

[\*Porous City: A Cultural History of Rio de Janeiro\*](#)  
[New York Times op-ed](#)



### **I. Glenn Cohen JD '03**

**Title:** Faculty Director of the Petrie-Flom Center for Health Law Policy, Biotechnology, and Bioethics; James A. Attwood and Leslie Williams Professor of Law, Harvard Law School

**Possible topics:** Law and ethics at the cutting edge of medicine; the future of reproduction; patients with passports: medical tourism, law, and ethics; big data

**Virtual Events and In-Person Events**

#### **Recent books/articles:**

[\*The Globalization of Health Care: Legal and Ethical Issues\*](#)  
[Big Data, Health Law, and Bioethics](#)  
[Specimen Science: Ethics and Policy Implications](#)



### **Fiery Cushman AB '03, PhD '08**

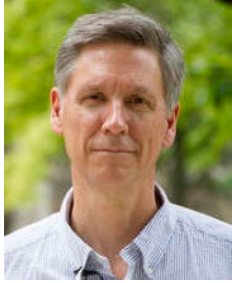
**Title:** Professor of Psychology, Faculty of Arts and Sciences

**Possible topics:** Psychology, morality, punishment, decision-making, social behavior, causal reasoning

**Virtual Events and In-Person Events**

#### **Recent books/articles:**

["How We Know What Not to Think"](#)  
["Rationalization is rational"](#)



### **Philip Deloria**

**Title:** Leverett Saltonstall Professor of History and Chair of the Committee on Degrees in History and Literature, Faculty of Arts and Sciences

**Possible Topics:** Histories of the relations among American Indian peoples and the United States, histories of indigenous peoples in a global context, American Indian visual arts

**Virtual Events**

**Recent books/publications:**

[\*Becoming Mary Sully: Toward an American Indian Abstract.\*](#)

[\*When Tribal Nations Expel Their Black Members\*](#)



### **Benjamin Friedman AB '66, PhD '71**

**Title:** William Joseph Maier Professor of Political Economy, Faculty of Arts and Sciences

**Possible topics:** "How Economic Growth or Stagnation Affects the Moral Character of Our Society," "The Changing Nature of Monetary Policy," "Prospects for the U.S. Economy and U.S. Economic Policy," "Is Our Financial System Serving Us Well?"

**Virtual Events and In-Person Events**

**Recent books/articles:**

[\*"A Century of Growth and Improvement"\*](#)

[\*Religion and the Rise of Capitalism\*](#)



### **Jarvis Givens**

**Title:** Assistant Professor on Education, Harvard Graduate School of Education; Faculty Affiliate in the Department of African and African American Studies, Faculty of Arts and Sciences

**Possible Topics:** The history of American education; theories of race, power, and education; 19th- and 20th-century African American history

**Virtual Events and In-Person Events**

**Recent Publications:**

[\*Fugitive Pedagogy: Carter G. Woodson and the Art of Black Teaching\*](#)

[\*"What's Missing From the Discourse About Anti-racist Teaching"\*](#)



### **Evelynn Hammonds PhD '93**

**Title:** Barbara Gutmann Rosenkrantz Professor of the History of Science and of African and African American Studies, Faculty of Arts and Sciences; Professor in the Department of Behavioral Sciences, Harvard T.H. Chan School of Public Health

**Possible Topics:** Science and race, science and technology studies, history of medicine, African and African American studies, women and gender studies

**Virtual Events Only**

**Recent books/publications:**

[\*The Nature of Difference: Sciences of Race in the United States from Jefferson to Genomics\*](#)



### **Evelyn Hu**

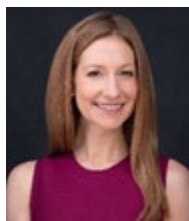
**Title:** Tarr-Coyne Professor of Applied Physics and of Electrical Engineering and Co-Director of the Quantum Science and Engineering Initiative, Faculty of Arts and Sciences

**Possible Topics:** Quantum engineering, photonics, science and engineering education, surface and interface science

**Virtual Events and In-Person Events**

**Recent books/publications:**

[“Development of Quantum Interconnects \(QulCs\) for next generation information technologies”](#)



### **Jamie Jacobs**

**Title:** Assistant Professor of Psychology, Harvard Medical School; Director of Cancer Caregiving Research, Massachusetts General Hospital Cancer Outcomes Research Program; Clinical Staff Psychologist, Massachusetts General Hospital Cancer Center

**Possible topics:** “Fighting Cancer with the Mind;” mastering family caregiver stress; leveraging virtual and app-based tools in cancer care; stress, cancer, and coping;

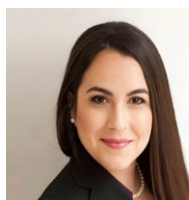
integrating mind-body medicine in cancer care.

**Virtual Events and In-Person Events**

**Recent books/articles:**

[Cancer Caregivers](#)

[“Cognitive-Behavioral Therapy Mobile Application for Anxiety in Patients with Incurable Cancer”](#)



### **Monik Jimenez SM '06, ScD '09**

**Title:** Assistant Professor of Medicine, Harvard Medical School; Assistant Professor in the Department of Epidemiology, Harvard T.H. Chan School of Public Health; Epidemiologist, Brigham and Women’s Hospital

**Possible Topics:** Equity in healthcare; intersection of race, sex, and ethnicity as factors in disease inequities; epidemiology of COVID-19 in prisons

**Virtual Events and In-Person Events**

**Recent books/publications:**

[Focused Update of Sex Differences in Patient Reported Outcome Measures After Stroke](#)

[Epidemiology of COVID-19 Among Incarcerated Individuals and Staff in Massachusetts Jails and Prisons](#)



### **Juliette Kayyem AB '91, JD '95**

**Title:** Faculty Chair of the Homeland Security Project, Robert and Renée Belfer Senior Lecturer in International Security, Co-Chair of the Global Health and Security Executive Program, Harvard Kennedy School; CNN Security Analyst

**Possible Topics:** Crisis management, national security, cybersecurity, resiliency planning, risk management, public leadership, international relations, crisis communications

#### **Virtual Events**

#### **Recent books/publications:**

[\*Security Mom: My Life Protecting the Home and the Homeland\*](#)

[\*Beyond 9/11: Homeland Security for the Twenty-First Century\*](#)

[\*"Never Go Back to the Office"\*](#)



### **Randall L. Kennedy**

**Title:** Michael R. Klein Professor of Law, Harvard Law School

**Possible Topics:** Race and the Law: Intersection of Racial Conflict and Legal Institutions in American Life; Civil Rights and Civil Liberties: Civil Rights/Civil Liberties Legislation; US Supreme Court; Constitutional Law

#### **Virtual Events and In-Person Events**

#### **Recent books/publications:**

[\*"The Right Wing Attack on Racial Justice Talk"\*](#)

[\*Say It Loud!: On Race, History, and Culture\*](#)

[\*More Foe Than Friend: The Supreme Court and the Pursuit of Racial Equality\*](#)



### **Sasha Achen Killewald**

**Title:** Professor of Sociology, Faculty of Arts and Sciences

**Possible topics:** How marriage and parenthood shape men's and women's careers, racial wealth disparities and where they come from

#### **Virtual Events and In-Person Events**

#### **Recent books/articles:**

[\*"Intergenerational Wealth Mobility and Racial Inequality"\*](#) ([Animation I](#) | [Animation II](#))

[\*"Tethered Lives: A Couple-Based Perspective on the Consequences of Parenthood for Time Use, Occupation, and Wages"\*](#)





### **Michael Klarman**

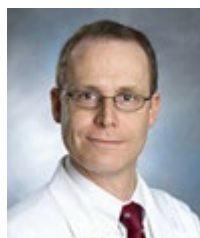
**Title:** Charles Warren Professor of American Legal History, Harvard Law School

**Possible topics:** “Trump, Democracy, and the Constitution;” “The Framers’ Coup: The Making of the U.S. Constitution;” “Race in American History;” “The Supreme Court, Race, and the Constitution in American History;” “How Same-Sex Marriage Came to Be;” “The History of Black Suffrage;” “Brown v. Board of Education: The Justices’ Internal Deliberations;” “The Civil War and the Constitution”

**Virtual Events and In-Person Events**

**Recent books/articles:**

[\*The Framers’ Coup: The Making of the United States Constitution\*](#)



### **Joshua M. Kosowsky AB ’88, MD ’96**

**Title:** Assistant Professor of Emergency Medicine, Harvard Medical School

**Possible topics:** “When Doctors Don’t Listen”

**Virtual Events and In-Person Events**



### **Carrie Lambert-Beatty**

**Title:** Professor of History of Art and Architecture and of Art, Film, and Visual Studies, Faculty of Art and Sciences

**Possible Topics:** Contemporary art and truth, fiction presented as fact, political art from the 1960s to present, structural politics of gender and race in art

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*October\*](#)

[\*“Make Believe: Parafiction and Plausibility”\*](#)

[\*Being Watched: Yvonne Rainer and the 1960s\*](#)

[\*“Twelve Miles: Boundaries of the New Art/Activism”\*](#)



### **Meira Levinson**

**Title:** Juliana W. and William Foss Thompson Professor of Education and Society, Harvard Graduate School of Education

**Possible Topics:** ethical dilemmas in education policy and practice; schooling during and after the pandemic; educating for democracy; the history of culture wars; race, racism, anti-racism, and education; future of learning and of schooling

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*“Can Our Schools Help Us Preserve Democracy? Special Challenges at a Time of Shifting Norms”\*](#)

[\*“Health Equity, Schooling Hesitancy, and the Social Determinants of Learning”\*](#)

[\*Democratic Discord in Schools: Cases and Commentaries in Educational Ethics\*](#)



### **Caroline Light**

**Title:** Director of Undergraduate Studies and Senior Lecturer on Studies of Women, Gender, and Sexuality, Faculty of Arts and Sciences

**Possible topics:** “The Historical and Ideological Roots of Self-Defense Ideologies (and Stand Your Ground Laws in Particular);” “Historical Perspectives on Immigration and Naturalization;” “The History of the Jewish South;” “Gender, Race, and Consumption in the United States (or ‘Consumer Culture’)”

**Virtual Events and In-Person Events**

**Recent books/articles:**

[\*Stand Your Ground: A History of America's Love Affair with Lethal Self-Defense\*](#)

[“Ahmaud Arbery was killed, allegedly by vigilantes. Racism allowed them to claim self-defense”](#)



### **Timothy Patrick McCarthy AB '93**

**Title:** Lecturer on Education, Harvard Graduate School of Education

**Possible topics:** “Pedagogy and Privilege: Teaching the Values of Public Service and Social Justice;” “From Tom Paine to Trump’s Tweets;” “Our Bondage, Our Freedom: The Long History of Slavery and Abolition;” “Trump’s Tweets—A Close Reading: Is There Method or Meaning to the Madness?;” “Stonewall’s Children: Living History in the Age of Liberation, Loss, and Love;” “History Matters: The Paradox of Progress;”

LGBTQ+ rights; race in the United States; 2020 U.S. presidential election

**Virtual Events and In-Person Events**

**Recent books/articles:** [\*Reckoning with History: Unfinished Stories of American Freedom\*](#)



### **Michael B. McElroy**

**Title:** Gilbert Butler Professor of Environmental Studies, Harvard John A. Paulson School of Engineering and Applied Sciences

**Possible topics:** *Energy and Climate: Vision for the Future*, Harvard Global Institute, the economy, public health, and future of China

**Virtual Events and In-Person Events**

**Recent books/articles:** [\*Energy and Climate: Vision for the Future\*](#)



### **Samir Mitragotri**

**Title:** Hiller Professor of Bioengineering and Hansjorg Wyss Professor of Biologically Inspired Engineering, Faculty of Arts and Sciences

**Possible Topics:** Applied Physics, Cell and Tissue Engineering, Biomaterials, and Therapeutics, Science and Engineering Education

**Virtual Events and In-Person Events**



### **David Moreno Mateos**

**Title:** Assistant Professor of Landscape Architecture, Harvard Graduate School of Design; Affiliate of the Department of Organismic and Evolutionary Biology, Faculty of Arts and Sciences

**Possible Topics:** Ecosystem restoration, biodiversity loss, land use change, conservation

**Virtual Events and In-Person Events**

#### **Recent Books/Publications:**

["The long-term restoration of ecosystem complexity"](#)

["Restoration and repair of Earth's damaged ecosystems"](#)

["Anthropogenic ecosystem disturbance and the recovery debt"](#)



### **Daniel G. Nocera**

**Title:** Patterson Rockwood Professor of Energy, Faculty of Arts and Sciences

**Possible topics:** Renewable energy, biologic energy conversion, fuels and food from sunlight, chemical physics

**Virtual Events and In-Person Events**

#### **Recent books/articles:**

["The Bionic Leaf: How Artificial Plant Life Could Wipe Out Poverty"](#)

["Why Developing Countries Won't Make the Same Energy Mistakes"](#)

["Bionic Leaf Might Power Earth"](#)



### **Zachary Nowak PhD '18**

**Title:** College Fellow and Lecturer in History, Division of Continuing Education

**Possible Topics:** A student's history of Harvard College, American food history

**Virtual Events and In-Person Events**

#### **Recent books/publications:**

[\*Truffle: A Global History\*](#)

[\*Representing Italy Through Food\*](#)



### **Gabrielle Oliveira**

**Title:** Jorge Paulo Lemann Associate Professor of Education and of Brazil Studies.

**Possible Topics:** Immigration, immigration policy, immigrant education, bilingualism, immigrant families and schools.

**Virtual Events and In-Person Events**

#### **Recent books/publications:**

[Motherhood Across Borders: Immigrants and their Children in Mexico and in New York City](#)



### **Martin Puchner PhD '98**

**Title:** Byron and Anita Wien Professor of Drama and of English and Comparative Literature, Founding Director of the Mellon School of Theater and Performance Research, Faculty of Arts and Sciences

**Possible topics:** “How Stories Shape History (based on best-selling book *The Written World*),” “The (Coming) Revolution in Online Education,” “The Humanities in a Changing World,” “Art and Climate Change”

**Virtual Events and In-Person Events**

#### **Recent books/articles:**

[\*The Written World: The Power of Stories to Shape People, History, and Civilization\*](#)

[\*The Language of Thieves: My Family's Obsession with a Secret Code the Nazis Tried to Eliminate\*](#)



### **Alexis Redding AB '98, EdM '10, EdD '18**

**Title:** Faculty Co-Chair of Higher Education and Lecturer, Harvard Graduate School of Education

**Possible Topics:** Supporting youth during the transition to college and throughout the undergraduate years, college student well-being, campus life, mentorship on the path from college to career, adolescence and early adulthood

**Virtual Events and Limited In-Person Events**

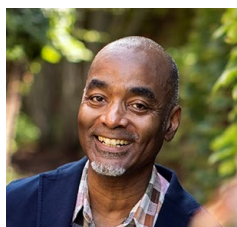
#### **Recent books/publications:**

[\*The End of Adolescence: The Lost Art of Delaying Adulthood\*](#)

[“How We Can Have Better Conversations About Growing Up”](#)

[“What’s the Matter with Kids Today?”](#)





### **Robert Reid-Pharr**

**Title:** Professor of Studies of Women, Gender, and Sexuality and of African and African American Studies, Faculty of Arts and Sciences

**Possible Topics:** The life of James Baldwin—American novelist, playwright, essayist, poet, and activist

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*Archives of Flesh: African America, Spain, and Post-Humanist Critique\*](#)

[\*Once You Go Black: Choice, Desire, and the Black American Intellectual\*](#)



### **Fernando Reimers EdD '88**

**Title:** Ford Foundation Professor of the Practice of International Education and Director of the Global Education Innovation Initiative at Harvard University.

**Possible Topics:** Education policy, educational innovation, advancing understanding of the ways schools can empower students to participate civically and economically.

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*Educating Students to Improve the World\*](#)

[\*Audacious Education Purposes: How Governments Transform the Goals of Education Systems\*](#)

[\*University and School Collaborations during a Pandemic: Sustaining Educational Opportunity and Reinventing Education\*](#)



### **Elena Savoia MPH '04**

**Title:** Principal Research Scientist, Deputy Director of the Emergency Preparedness, Research, Evaluation & Practice Program, Director of the Community Safety Branch; Harvard T.H. Chan School of Public Health

**Possible Topics:** Public health emergency preparedness, improving public communication efforts in large-scale emergencies, utilizing evaluation methods to inform public health policies

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*“COVID-19 and the Reopening of Schools: A Policy Maker’s Dilemma”\*](#)

[\*“Evaluation of a School Campaign to Reduce Hatred”\*](#)

[\*“Preparedness Emergency Response Research Centers \(PERRCs\): Addressing Public Health Preparedness Knowledge Gaps Using a Public Health Systems Perspective”\*](#)



### **Daniel L. Shapiro**

**Title:** Founder and Director of the Harvard International Negotiation Program and Affiliate Faculty in the Program on Negotiation, Harvard Law School; Associate Professor of Psychology, Harvard Medical School

**Possible topics:** Negotiation and conflict resolution—from the interpersonal to the international; bridging the divides in the United States and the world; new negotiation tools derived from work with international peacemakers, business leaders, hostage negotiators, and families in crisis; the critical role of emotions and identity in negotiation

**Virtual Events and In-Person Events**

**Recent books/articles:**

[\*Negotiating the Nonnegotiable\*](#)

[\*Beyond Reason: Using Emotions as You Negotiate\*](#)



### **Willy Shih**

**Title:** Robert and Jane Cizik Professor of Management Practice in Business Administration, Harvard Business School

**Possible Topics:** Global supply chains, technology strategy, competitive strategy, manufacturing, industrial competitiveness in high tech and science-based businesses

**Virtual Events and In-Person Events**

**Recent books/publications:**

[“Global Supply Chains in a Post-Pandemic World”](#)

[“Bringing Manufacturing Back to the U.S. Is Easier Said Than Done”](#)

[“Is It Time to Rethink Globalized Supply Chains?”](#)



### **Hirotaka Takeuchi**

**Title:** Senior Fellow and Professor of Management Practice, Harvard Business School

**Possible Topics:** New thinking in strategy, knowledge creation, wise leadership, fusion of analog and digital, staying agile during VUCA (volatility, uncertainty, complexity, and ambiguity)

**Virtual Events and In-Person Events**

**Recent books/publications:**

[\*The Wise Company\*](#)

[“Humanizing Strategy”](#)

[“Embracing Agile”](#)



### **Dehlia Umunna MPA '11**

**Title:** Clinical Professor of Law and Faculty Director of Criminal Justice Institute, Harvard Law School

**Possible Topics:** Mass incarceration, race and racism, forgiveness and the law, faith and the law, gender and class, criminal defense

**Virtual Events and In-Person Events**

**Recent publications:**

["Learning to Forgive"](#)

["Last Lecture"](#)



### **Jason Ur**

**Title:** Stephen Phillips Professor of Archaeology and Ethnology, Faculty of Arts and Sciences

**Possible topics:** Declassified spy satellite imagery, archaeology in the Middle East

**Virtual Events**

**Recent books/publications:**

["Physical and Cultural Landscapes of Assyria"](#)



### **David Yoffie**

**Title:** Max and Doris Starr Professor of International Business Administration, Harvard Business School

**Possible topics:** Competition, competitive advantage, information technology, strategy, strategic planning

**Virtual Events**

**Recent books/articles:**

[\*Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs\*](#)