

7 DAYS TO

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THE ART OF
WEALTH CREATION



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The Art of Wealth Creation

And God blessed the 7th day and declared it Holy
(Genesis 2:3)

Preface

'Whoever you are, or whatever it is that you do, when you really want something, it is because that desire originated from the soul of the Universe, it is your purpose on earth'

THE ALCHEMIST, Paulo Coelho, 1993

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hat you seek is seeking you. That is the message this booklet intends to convey. Building on the biblical creation account it highlights considerations in starting a business.

It is important to know that your idea to create a new business is not unattainable even if seems so, maybe for lack of the required funds or skills required to launch your ideas into a business. Do not despair, all entrepreneurs face the same challenges to some degree.

Create means to bring into existence. Human beings have a natural desire to create, in whatever way our minds and hands permit. We all have a will to bring into existence, something which is uniquely ours, whatever it may be, a business, job, project, child, idea, system, or even destruction.

This booklet reviews each day of the Biblical account of creation, adapting it to the process of the creating a new business.

Table of Contents

Darkness.....	6
Lesson - Steve Jobs.....	6
Day 1 - Light.....	8
Lesson - Prophet Samuel.....	9
Lesson - King David.....	9
Day 2 - Heaven.....	12
Lesson - King Shaka.....	12
Day 3 - Land & Sea.....	14
Lesson - MacDonald.....	14
Day 4 - Sun & Moon.....	15
Lesson - Airbnb.....	15
Day 5 - Fish & Birds.....	17
Lesson - COVID 19.....	17
Day 6 - Man & Woman.....	18
Day 7 - Rest.....	19
Lesson - MacDonald.....	19
Conclusion.....	20
Bibliography.....	21

Darkness

The earth was formless and empty, and darkness covered the deep waters. And the Spirit of God was hovering over the surface of the waters.

Genesis 1: 2. Holy Bible, New Living Translation.

Darkness is a place of formlessness, and blindness to purpose. Here, the dreams and visions which would later be expressed as the desire to serve a purpose, by starting or growing a business take form.

Just as children take form in the womb of their mothers, dreams and visions take form and grow in a darkness beyond our conscious mind, free of the burden of reality. If this were not so, our conscious mind will interrupt the creative process, pondering every possible challenge, real or imagined, presented by a turbulent world, which we may encounter in the pursuit of our dreams.

Darkness is necessary to provide a place of safety for our dreams and visions to take form and grow, exemplified by the Infinite, in the beginning, before the creation of the world.

Lesson - Steve Jobs

At the 1983's International Design Conference in Aspen, Apple's CEO, Steve Jobs spoke of a future in which everyone had "an incredibly great computer in a book that you can carry around which you that you can learn how to use in 20 minutes."

In January 9, 2007, Steve Jobs unveiled the iPhone, and it has arguably commanded the top spot in the mobile phone space. Job's iPhone revolutionized the mobile phone industry, with Apple launching the world's first mobile App store on the 10th July 2008. The Google App store also launched in 2008. Since then, both App stores have gifted financial freedom to millions of IT professionals worldwide, creating millionaires and billionaires many times over as apps and engaging mobile games, serve and thrill a global audience.

Apple's app store and the Google Play store are indirectly responsible for the creation or facilitation of millions of jobs worldwide as IT professionals, game developers, freelancers, etc are able to work and deliver projects remotely over apps such as Upwork, freelancer, LinkedIn, task rabbit, etc.

The rise and dominance of bitcoin, etherum, doge coin, etc, in no small part is owed to the many apps on the Apple and Android stores, through which users can buy, sell, or invest bitcoin and other crypto currencies.

The commercial success enjoyed by creators of, and teams behind unicorns such as Twitter, Uber, WhatsApp, Coinbase, Binance, Candy Crush, Angry birds, etc however indirect, are in part the result of the dream and vision of Steve Jobs.

However, the ideas that would be reflected in the design of the Apple Mac and later the iPhone, stirred in the mind of Jobs as early as 1972, maybe even earlier, at a time when Jobs himself might have been unaware of the eventual impact his dreams, visions, and actions would have on the way the world works.

“I decided to take a calligraphy class. I learned about serif and sans-serif typefaces, about varying the space between different letter combinations, about what makes great typography great. It was beautiful. Historical. Artistically subtle in a way that science can't capture. And I found it fascinating. None of this had any hope of any practical application in my life. But 10 years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would never have multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them.”

STEVE JOBS, Isaacson and Baker, 2011

Most dreams grow in darkness. Darkness is symbolic of an emptiness in which anything is possible. It is in this vacuum that the ideas that would form the cornerstone of our business can take form.

Often the things we fear of darkness exist only in the mind. Darkness says nothing, and shows nothing. It is our imagination that multiplies our prejudices and awkward hopes to give fear a concreteness we imagine is real, and so it becomes real, because it is the nature of the mind to create.

Do not fear the darkness, embrace it. Do not run from it, accept it. In due time, light will crack the darkness to reveal purpose.

Day 1 - Light

Then God said, "Let there be light" and there was light. And God saw that the light was good.
Genesis 1: 3. Holy Bible, New Living Translation.

deas. Picture this, you walk into your dark bedroom, flick a switch and the light comes on. You can now see the bed, the hair brush you left on the bed when you rushed out of the room in the morning, your Reebok's you threw in the corner after your morning run, etc.

All these things were present in the room before you flicked switch, nothing was created. What changed was your ability to see what the darkness hid. Light gives clarity. It does not create what already exists, it reveals it.

Like a child formed in the darkness of the womb is pushed into the light of our world. Its birth is a revelation, as the darkness of the womb that once hid and protected it releases it into this world.

There are moments, when the ideas that would become the chief corner stone of our business hits us like a ray of light, sometimes brightly but more often faintly. In these fleeting moments we see things as they truly are, the purpose our service or product is meant to serve and why.

I believe these moments of clarity are a gift, and a connection with the Infinite, a space in which we see all things as one, because all things are one.

Some people act on their moments of clarity, and others do not. In my experience many who do not take action fear suffering. It is the way of the world that all dreams visions must be tested, sometimes harshly, and this causes the dreamer to suffer. Just as gold is refined by fire, our dreams and visions, great or small are tested and refined.

Our hearts know this, and because the heart hates to suffer it gives up even before it begins. We sense not only the happiness and sense of purpose that comes from pursuing our dreams, the joy that comes from realizing our visions, but also contemplate what challenges may come, real or imagined. Burdened by the fear of suffering, and crippled by indecision, many turn away from their dreams to avoid suffering.

There are also those who do not answer to their dreams, because while they are eager to, they may not know how. In these moments, the Infinite often provides direction through a guide, mentor, fate or circumstance.

Lesson - Prophet Samuel

The lamp of God had not yet gone out, and Samuel was sleeping in the Tabernacle near the Ark of God. Suddenly the Lord called out, "Samuel!" "Yes?" Samuel replied. "What is it?" He got up and ran to Eli. "Here I am. Did you call me?" "I didn't call you," Eli replied. "Go back to bed." So he did. Then the Lord called out again, "Samuel!" Again Samuel got up and went to Eli. "Here I am. Did you call me?" "I didn't call you, my son," Eli said. "Go back to bed." Samuel did not yet know the Lord because he had never had a message from the Lord before. So the Lord called a third time, and once more Samuel got up and went to Eli. "Here I am. Did you call me?" Then Eli realized it was the Lord who was calling the boy. So he said to Samuel, "Go and lie down again, and if someone calls again, say, 'Speak, Lord, your servant is listening.'" So Samuel went back to bed. And the Lord came and called as before, "Samuel! Samuel!" And Samuel replied, "Speak, your servant is listening."

1 Samuel 3:2 - 11, Holy Bible, New Living Translation.

Sometimes dreams could be so daring, or unique to the experiences of those around us, that they are unable to provide any guidance or support. Those we imagine could provide support cannot, and instead highlight challenges they deem insurmountable. In doing so, they unconsciously, but inevitably create an environment that allows their trees of doubt, to be transplanted from their hearts to ours. In trials like these, the Infinite often draws out direction and courage from within us and our experiences.

Lesson - King David

"Don't worry about this Philistine," David told Saul. "I'll go fight him!" "Don't be ridiculous!" Saul replied. "There's no way you can fight this Philistine and possibly win! You're only a boy, and he's been a man of war since his youth." But David persisted. "I have been taking care of my father's sheep and goats," he said. "When a lion or a bear comes to steal a lamb from the flock, I go after it with a club and rescue the lamb from its mouth. If the animal turns on me, I catch it by the jaw and club it to death. I have done this to both lions and bears, and I'll do it to this pagan Philistine, too, for he has defied the armies of the living God! The Lord who rescued me from the claws of the lion and the bear will rescue me from this Philistine!" Saul finally consented. "All right, go ahead," he said. "And may the Lord be with you!"

Then Saul gave David his own armor—a bronze helmet and a coat of mail. David put it on, strapped the sword over it, and took a step or two to see what it was like, for he had never worn such things before. “I can’t go in these,” he protested to Saul. “I’m not used to them.” So David took them off again. He picked up five smooth stones from a stream and put them into his shepherd’s bag. Then, armed only with his shepherd’s staff and sling, he started across the valley to fight the Philistine.

Goliath walked out toward David with his shield bearer ahead of him, sneering in contempt at this ruddy-faced boy. “Am I a dog,” he roared at David, “that you come at me with a stick?” And he cursed David by the names of his gods. “Come over here, and I’ll give your flesh to the birds and wild animals!” Goliath yelled. David replied to the Philistine, “You come to me with sword, spear, and javelin, but I come to you in the name of the Lord of Heaven’s Armies—the God of the armies of Israel, whom you have defied. Today the Lord will conquer you, and I will kill you and cut off your head. And then I will give the dead bodies of your men to the birds and wild animals, and the whole world will know that there is a God in Israel! And everyone assembled here will know that the Lord rescues his people, but not with sword and spear. This is the Lord’s battle, and he will give you to us!” As Goliath moved closer to attack, David quickly ran out to meet him. Reaching into his shepherd’s bag and taking out a stone, he hurled it with his sling and hit the Philistine in the forehead. The stone sank in, and Goliath stumbled and fell face down on the ground. So David triumphed over the Philistine with only a sling and a stone, for he had no sword.

1 Samuel 17: 32 - 52, Holy Bible, New Living Translation.

Saul was not with David when he killed a lion and then a bear, but the Infinite was. The infinite through circumstance placed a lion in opposition to David’s purpose of protecting sheep entrusted to his care. David killed the strong and fearless lion.

The giant Goliath stood at four cubits and a span, a measurement equivalent to 7.8 feet or 2.38 meters. Grizzly bears standing on their hind legs have been known to stand over 8 feet tall. Another bear typical of the region in which King David lived, the Asiatic black bear while smaller than the grizzly could reach up to 6’6 feet standing on its hind legs. While it is unclear which breed of bear King David faced, the bear was likely large. David killed this giant.

David faced a strong lion, and then a giant bear to no applause. His only audience where the grateful sheep, bear, lion, David and the Infinite. This experiences must have built in David an unshakable confidence in himself, and an absolute faith in the Infinite.

Sometimes for seemingly no reason whatsoever, fate throws us daunting challenges, which we may complete without recognition. If we successfully accomplish our task, it plants a seed of faith in our hearts that proves to us that anything is possible because the Infinite is with us, and

will always be. Experiences like these encourage us, when those around us who we imagine should or could provide encouragement and guidance are unable to do so.

If a day comes when light is shown on our darkness, it will reveal who we already are. When the spot light shone on David after he killed Goliath, he was shown to be a giant killer. David was already a giant killer. The light simply revealed him.

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Day 2 - Heaven

Then God said, "Let there be a space between the waters, to separate the waters of the heavens from the waters of the earth." And that is what happened. God made this space to separate the waters of the earth from the waters of the heavens. God called the space, sky. And evening passed and morning came, marking the second day.

Genesis 1: 3, Holy Bible, New Living Translation.

Fate and circumstance. Heaven, sky represents circumstances beyond our control. When our words or actions cannot influence an outcome in a manner we desire, it is because they are governed by factors or circumstances beyond our control.

Whether we have boundless financial reserves or are bootstrapping our start-up, the early stages of business creation requires that the entrepreneur takes "heaven" into account, circumstances beyond your control which would impact your business.

Lesson - King Shaka

King Shaka kaSenzangakhona Zulu, lived from 1787 to 1828. He was king of the Zulu kingdom from 1816 till his death in 1828, and was responsible for forging the Zulu military into a formidable force, extending his influence across what is present-day South Africa.

At the start of King Shaka's campaigns, the armies he led was not large enough to fulfill his ambition, and extend his influence as widely as he desired. To raise a larger army, he would have to conquer neighboring kingdoms, recruit, and train eligible survivors to serve.

At the time, Shaka could not raise a larger army. He could not also simply wish an enemy's army to be smaller. His army was small, his enemies were larger, this was beyond his control, heaven.

Recognizing and accepting that his army was smaller than his enemies, inspired Shaka to create an attack strategy known as the "buffalo horns" formation, with devastating effect.

In the buffalo horns formation, the Zulu army would split its forces into four distinct elements representing the four parts of a buffalo, the chest (isifuba), lions (umuva), left and right horns (izimpondo).

The chest of the formation, was made up of the best Zulu warriors. This part would engage the enemy head on. The left and right horns of the formation where made up of younger, faster moving warriors who would outflank and envelop enemy forces. The loins of the formation comprised of older, seasoned veterans were only deployed when there was pressing need for them.

The buffalo horn formation was so effective that King Shaka used it to devastating effect against armies much larger than his, even defeating a better equipped British Army in January 1879, when the Zulus attacked the British camp at Isandlwana.

King Shaka's acceptance of the reality of his smaller army allowed him innovate, and exploit the lack of flexibility exhibited by larger armies at the time. Thus his armies were able to out-manoeuve and defeat their enemies. By speed and strategy, Shaka transformed the smaller size of his army into a strength.

When starting a business, you could be faced with larger competition, and unfavourable market forces beyond your control. Accept it. This acceptance of fate and circumstance could be turned to a strength. Realizing what factors cannot be influenced, will allow you focus on what factors can be influenced, and possibly used to devise a strategy built on your strengths.

Day 3 - Land & Sea

Then God said, "Let the waters beneath the sky flow together into one place, so dry ground may appear." And that is what happened. God called the dry ground "land" and the waters "seas." And God saw that it was good. Then God said, "Let the land sprout with vegetation, every sort of seed-bearing plant, and trees that grow seed-bearing fruit. These seeds will then produce the kinds of plants and trees from which they came." And that is what happened.

Genesis 1: 9 - 11, Holy Bible, New Living Translation.

Environment. Land represents the business environment in which we operate, and the waters or seas are factors outside our environment, which if they became turbulent enough, could overflow and effect the business environment in which we operate.

Lesson - Donald

I once visited a bakery to purchase wheat bread, and was told there was none. The bakers said they had run out of wheat, and had not been able to be restocked for over a week. The reason for this was that logistics had become difficult, because of COVID-19 restrictions imposed on trucks drivers, some of who delivered wheat across the country. An elderly lady who had just purchased some cakes let out a quiet sigh, and said she too had wanted to purchase some wheat bread.

As a result of restrictions on transportation, the bakery was unable to obtain wheat it needed to make wheat bread. Out of no fault of it's own, the bakery lost two opportunities to profit from the sale of two loaves of wheat bread, one to me, and the other to the elderly lady.

These two opportunities were small and of no significance, but a longer restriction on transportation would have had the potential to limit the supply of other baking ingredients e.g. flour, baking powder, currants, etc and cause a significant dip in the bakery's revenue.

To separate the waters from the dry ground is to identify what factors affect our business directly and what could affect it indirectly. To help analyze our external environment, and identify external factors that might affect us, the PESTLE analysis is used. It considers the political, economic, social, technological, legal or environmental factors that influence our business.

Day 4 - Sun & Moon

“Let lights appear in the sky to separate the day from the night. Let them be signs to mark the seasons, days, and years.

Genesis 1: 14 - 19, Holy Bible, New Living Translation.

Timing. There is a time for every thing, a season for everything under the sun. In launching a new business, product, or service, launching at the right time could increase the chance of success.

Many entrepreneurs build a business and launch it whenever it is ready, as there is a feeling that success and failure are based on hard-work, luck or a combination of both. This is not always true.

While luck has a role to play in the success of start-ups, luck can be lent a hand by launching at the right time. With nearly all start-ups, there is almost always a broader emerging ecosystem for which the business has great potential. Launching at the right time depends on the entrepreneur's ability to assess the broader ecosystem and its pivotal times or moments of opportunity.

Lesson - Airbnb

In 2008, the Democratic National Convention switched from Denver's Pepsi Center to the larger Invesco Field for then Senator Obama's nomination speech, leaving many visitors wondering where they would lodge.

Airbnb co-founder Brian Chesky, began to market aggressively, and within weeks hundreds of people started listing their Denver apartments on Airbnb for visitors to rent. Chesky told CNNMoney “Had it not been for the DNC, it's hard to know what Airbnb would be today”.

Airbnb was passed on by many reputed investors as no one imagined a home owner would rent out a room in their home to a stranger. The Airbnb business model proved its critics wrong. One of the reasons it succeeded, besides from a good business model, was a good break presented by the DNC convention in 2008, which boosted the popularity of the platform.

It is possible to have good luck and fall into a great market opportunity, and it is better to constantly examine the market for these broader trends that will positively affect the ability of your business to grow rapidly.

It might not be possible to predict when a good break is coming, but it is possible to stay prepared, afloat and operational while waiting. It is easy to get frustrated when growth does not happen as quickly as we hope.

During this draught there will be costs associated with keeping the business afloat, and it is normal to worry and even get weighed down by these costs, but it is also important to stay in faith, to wait and watch for the appointed time, because it will come.

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Day 5 - Fish & Birds

“Let the waters swarm with fish and other life. Let the skies be filled with birds of every kind.”

Genesis 1: 20, Holy Bible, New Living Translation.

Harmony and Freedom. Among many things, birds symbolize freedom. Freedom in business is the ability to access and operate, beyond physical location, with as few restrictions as possible.

In our day, this kind of freedom is provided by the internet. Thanks to the internet, a professional in Canada to sell their services to clients in Denmark, Sweden, USA, China, etc.

Lesson - COVID 19

In the first quarter of 2020, the world faced the COVID-19 pandemic which challenged conventional interaction in terms of work, play and time spent with family. The virus forced the acceptance of work from home jobs, home schooling, virtual entertainment and even remote governance.

2020 ushered in a global acceptance of remote working as businesses had no choice but have their employees work-from-home. Schools adapted to teaching their students from home using software solutions such as zoom and Google classroom. Concerts were held virtually, and formula 1 experienced greater exposure and acceptance to its virtual racing series.

To enjoy the freedom and benefits that come from operating online, a business requires a strategic plan to operate online. The plan must consider what platforms are best for the company's operations and engagement with potential clients. This analysis helps the company on what channels are best for promoting its products and services.

Fish and Harmony. In Chinese culture fish symbolize wealth, harmony, marital happiness and reproduction because they multiply rapidly and sometimes swim in pairs. Fish that swim with the tide and in harmony with it, go further and faster than fish that swim against the tide.

A business that will be successful benefits more from being in harmony with its environment, than against it. The entrepreneur will need to understand the environment in which the business operates, and adapt to quickly to change.

Day 6 - Man & Woman

Then God said, "Let us make human beings in our image, to be like us. They will reign over the fish in the sea, the birds in the sky, the livestock, all the wild animals on the earth, and the small animals that scurry along the ground." So God created human beings in his own image. In the image of God, he created them; male and female he created them.

Genesis 1: 26 - 27, Holy Bible, New Living Translation.

Managers. When business grows, running it will require the energy of more than one individual. A partner or partners are needed. A business is created according to the design of its owner(s) who control its workings. However it exists in a larger world, one over which its creators have little or no control, as a result a business has both internal and external structures and processes.

Internal processes have to do with the maintenance of the company's structure and processes. E.g. system maintenance, site maintenance, book keeping, internal auditing (better you than the government), tax filing, acquisition of new machines and systems, staff training, staff health care, accommodation and general well being.

External processes are concern the company's activities in exploitation, exploration, and protection. Exploitation maximizes profits from existing revenue streams. Exploration seeks out new opportunities for growth, and protection safeguards the rights of the company to do business e.g. intellectual rights, etc.

A business that will be successful needs managers to oversee its processes, one manager for internal processes and another for external processes.

In recruiting for managerial roles, it is important to hire managers with different strengths to effectively manage internal and external processes. All managers should be well versed in both internal and external processes to enable them lend a hand to one another. However there should be specialization with managers focusing on either internal or external processes as their strengths dictate.

Day 7 - Rest

And God blessed the seventh day and declared it Holy, because it was the day when he rested from all his creation.

Genesis 2: 3, Holy Bible, New Living Translation.

Rest means to relax, pause, breathe and be at ease. Rest refreshes the mind and body, giving us fresh energy to perform at our best. The Infinite designed rest into us from the beginning, He showed us the way. God finished his work of creation, and he rested.

Lesson - Donald

Sometime ago, I worked with a team on a design project. On this particular project, my deliverables were to be used other departments, and the team was waiting for my input. I had set a tight deadline for myself, about one third the time to finish projects of that kind.

I worked tirelessly sleeping very little sometimes three to four hours a day, ate unhealthy snacks, slept on the floor, just so I would be uncomfortable, and not sleep too long. I worked long hours without a break staring at my computer screen.

I delivered the project in three days, and team members were pleased, but almost immediately I fell terribly ill. I suffered harsh migraines, my eyes stung in the daytime, and at night I had to switch off the lights. I hid away at home with the curtains drawn, eating and resting, until my eyesight and health returned to normal.

I delivered my sprint, but my health suffered greatly. I was also unable to work on other projects for the period I was recovering. If I had only managed my time better and rested more, I would not have fallen ill. I learned from this experience that sustainable efficiency comes from balancing work with rest.

It is easy to imagine that while you rest, opportunities are being snatched up by your competitors or that you are being left behind. This is simply not so. Rest allows you a moment to review and celebrate your accomplishments, so you can come back to your work, with a new burst of energy and a stronger sense of purpose.

Conclusion

When we least expect it, life sets us a challenge to test our courage and willingness to change; at such a moment, there is no point in pretending that nothing has happened or in saying that we are not ready. The challenge will not wait. Life does not look back.

Paulo Coelho, 2000

Regardless of circumstance if you desire to create a business, just do it. Start somewhere. Creation is a process, a marathon than a sprint, complete with its victories, trials and failures all of which you will experience to varying degrees. When you fail, which you must at some point, learn from your experiences and move forward better and wiser. When you have victories enjoy them, and when trials come be strong.

Take time to enjoy the process, because in the end, success will be proved not by profit margins and bank balances alone, but also by of your success in achieving a balance that creates happiness in your personal life as well as your business.

In starting a new business you will need plan. A business plan is the documented result of the business development process. The process explores a business idea, and develops a strategy to exploit current or anticipated market conditions.

The raw idea is the starting point for the documentation of the process that produces a business plan. The plan is a live document that should constantly be reviewed to appraise performance, and revised when factors, internal or external change sufficiently to have a significant impact on key performance indicators.

If you want to start a new business, or grow an existing one, and you need a plan, get one that addresses the unique needs of your business. If you need business plan, or pitch deck to wow potential investors, send me a message on LinkedIn at www.linkedin.com/in/macdonhill

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