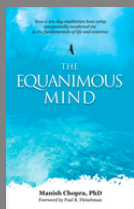


DUSTIN'S READING LIST



Dustin Burleson, DDS, MBA
THE PLACE FOR EXCEPTIONAL
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The Equanimous Mind: How a ten-day meditation boot camp unexpectedly awakened me to the fundamentals of life and existence by Manish Chopra, PhD.

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The book describes a ten-day Vipassana meditation course in the tradition of S. N. Goenka from the standpoint of someone encountering meditation for the first time. It contains a detailed, journal-like narrative of the rich and complex sequence of events that unrolls during the retreat. The author's capacity to recall and sequence vivid details by the hundreds gives the book the feeling of an experience rather than merely of a recounting.

The Equanimous Mind has a particular heartwarming quality because of the earnestness with which the author seeks to grow into being the best possible person he can be. Many people will benefit from this volume of clear sentences, deep feelings, and important messages.



The Swimmers by Julie Otsuka

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I'm often asked why I read fiction and astounded by smart business leaders who tell me they only read non-fiction. Author Jane Smiley gives the best answer when she says, and I'm paraphrasing, that it's tempting to read what you know about people like yourself, but the real benefit of literature is to become exposed to people who are not like you. Good fiction gives you access to other cultures and the lives and feelings of other characters.

This novel by Julie Otsuka is beautifully written and will stick with you long after reading it. A tale of life and death, monotony and chaos, who we are and how we approach the end of our lives. It's a slim novel and well worth the quick read.



Hollywood: The Oral History by Jeanine Basinger and Sam Wasson

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The real story of Hollywood as told by such luminaries as Steven Spielberg, Frank Capra, Katharine Hepburn, Meryl Streep, Harold Lloyd, and nearly four hundred others, assembled from the American Film Institute's treasure trove of interviews, reveals a fresh history of the American movie industry from its beginnings to today.

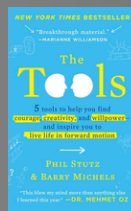
I've always said if you want to become a better marketer and master of human behavior, pay attention to and learn from what society pays attention to. You need not be a movie buff nor waste unnecessary time streaming what your target audience listens to or streams, but you should be intimately aware of it and know what it says about your audience of customers, clients, patients or donors.



The Perfect Loaf: The Craft and Science of Sourdough Breads, Sweets, and More: A Baking Book by Maurizio Leo.

If you're into sourdough baking, you probably picked up the hobby during the pandemic like I did and there's no doubt you've seen videos by or read blog posts from Maurizio Leo. His blog *The Perfect Loaf* is the go-to destination on the internet for beginner sourdough bakers. He now brings his impeccably detailed techniques, foolproof recipes, and generous teaching style to a groundbreaking debut cookbook that delves into the absolute fundamentals of sourdough—plus the tools and confidence to explore beyond.

I joke with friends that I've only replaced my beer drinking with bread making. I tend to go all in with anything I do, so if you find yourself craving some carbs but you're no longer drinking like me, then this is a satisfying (and tasty) place to land. You get to work with your hands, make something that doesn't always turn out perfect and have plenty of fresh, delicious gifts for friends, family and neighbors.



The Tools: 5 Tools to Help You Find Courage, Creativity, and Willpower—and Inspire You to Live Life in Forward Motion by Phil Stutz and Barry Michels

Leading psychiatrist, Phil Stutz and Jonah Hill released a very popular new project on Netflix this year called *Stutz*. This book covers a lot of the concepts in more depth and offers some really neat advice when you're feeling stuck or anxious.

The Long Game: How to Be a Long-Term Thinker in a Short-Term World by Dorie Clark

Dorie was a fantastic and gracious guest on *The Burleson Box Podcast*. I'm not only recommending her book because she came on the program but because it's brilliant. So much of today's society is centered around instant gratification, quarterly earnings and "what's new" that this book is a refreshing break from the pack. It encourages you to play the long game and gives some wonderful strategies to help you actually achieve this worthy objective.



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Do you read me?: Bookstores Around the World
by Marianne Julia Strauss

If you find me on vacation, there's a good chance I'm at the local café enjoying a coffee and pastry or browsing the local bookstore. It's no surprise that I loved this book when it caught my eye in, where else, but a great bookstore in Bath, England.

Lose yourself in the pages of this showcase of some of the most beautiful, innovative, and successful bookshops around the world. Bookshops are powerful places with the freedom to deep-dive into their niche, from cooking to cartoons, architecture to anarchy. Do you read me? reconsiders the bookshop as a cornerstone of the community, where subcultures have the physical space to thrive.

Bookshops are universally recognized as marketplaces of knowledge, curiosity, inspiration, and entertainment. They also promote communication and tolerance across cultures and have become destinations for both local communities and travelers. Within a changing media environment their role has been shifting, leading their overseers to pursue different ways to engage with their customers and build local—and sometimes even regional—support for their businesses.

Do you read me? seeks out the most innovative and beautiful bookshops achieving this, sharing their concepts and celebrating book culture in all its glorious forms.



Shrines of Gaiety: A Novel by Kate Atkinson

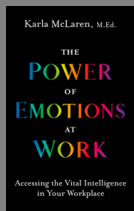
1926, and in a country still recovering from the Great War, London has become the focus for a delirious new nightlife. In the clubs of Soho, peers of the realm rub shoulders with starlets, foreign dignitaries with gangsters, and girls sell dances for a shilling a time.

The notorious queen of this glittering world is Nellie Coker, ruthless but also ambitious to advance her six children, including the enigmatic eldest, Niven, whose character has been forged in the crucible of the Somme. But success breeds enemies, and Nellie's empire faces threats from without and within. For beneath the dazzle of Soho's gaiety, there is a dark underbelly, a world in which it is all too easy to become lost.

With her unique Dickensian flair, Kate Atkinson gives us a window in a vanished world. Slyly funny, brilliantly observant, and ingeniously plotted, *Shrines of Gaiety* showcases the myriad talents that have made Atkinson one of the most lauded writers of our time.



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The Power of Emotions at Work: Accessing the Vital Intelligence in Your Workplace by Karla McLaren, M.Ed.

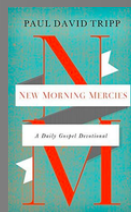
I stumbled across this gem in a wonderful little shop in Vancouver BC and then proceeded to speak with the store owner for a half hour about the research in the book and McLaren's work, further reassuring my position that some of the smartest people on the planet sit behind the counters of small locally-owned bookstores.

We've all been taught that we must suppress or avoid emotions at work, but this inevitably leads to a loss in productivity, diminished creativity, and crushing job dissatisfaction. Research shows 85 percent of us avoid communicating crucial workplace problems upward, and many of us who are employed are actively looking for a different job. What's going on?

"The foundational problem is that we threw emotions out of the workplace, when in fact, emotions contain the information we need to make our workplaces work," says Karla McLaren. Now this renowned researcher shares her insights on the skills we most need—and are most often absent in the business world—for healthy, functional, and sustainable workplaces.



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New Morning Mercies: A Daily Gospel Devotional by Paul David Tripp

Recommended to me by my wife, Ashley, this has been a nice addition to the morning routine. Instead of jumping out of bed and running head first into the day, for the last year or two, I've been taking some time to stretch, pray and read a daily devotional. I'm not as consistent with meditation yet, but getting better.

This centers each day and helps reduce the anxiety of everything on the to-do list for the week. Highly recommend.

Our Missing Hearts: A Novel by Celeste Ng

I'm a sucker for anything Ng writes. She is such a great author and her books are so much fun to read. Perfect for a flight, train or road trip.

Our Missing Hearts is an old story made new, of the ways supposedly civilized communities can ignore the most searing injustice. It's a story about the power—and limitations—of art to create change, the lessons and legacies we pass on to our children, and how any of us can survive a broken world with our hearts intact.

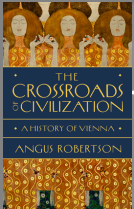




All That We Are: Uncovering the Hidden Truths Behind Our Behavior at Work by Gabriella Braun

Gabriella was a wonderful guest on *The Burleson Box Podcast*. We had such a great time talking about her work in organizational psychology. She's a treasure trove of great information and strategies to help you be a better leader in your business and this book is excellent, written with many stories and examples to help illustrate the concepts.

It's no surprise that the book has won many awards and was featured in the *Financial Times*, where I learned about Gabriella and her research.



The Crossroads of Civilization: A History of Vienna by Angus Robertson

A rich and illuminating history of the world capital that has transformed art, culture, and politics.

Vienna is unique amongst world capitals in its consistent international importance over the centuries. From the ascent of the Habsburgs as Europe's leading dynasty to the Congress of Vienna, which reordered Europe in the wake of Napoleon's downfall, to bridge-building summits during the Cold War, Vienna has been the scene of key moments in world history.

From its time as the capital of an imperial superpower, through war, dissolution, dictatorship to democracy Vienna has reinvented itself and its relevance to the rest of the world.



How to Do Nothing: Resisting the Attention Economy by Jenny Odell

"A complex, smart and ambitious book that at first reads like a self-help manual, then blossoms into a wide-ranging political manifesto." —Jonah Engel Bromwich, *The New York Times Book Review*

Odell sees our attention as the most precious—and overdrawn—resource we have. And we must actively and continuously choose how we use it. We might not spend it on things that capitalism has deemed important ... but once we can start paying a new kind of attention, she writes, we can undertake bolder forms of political action, reimagine humankind's role in the environment, and arrive at more meaningful understandings of happiness and progress.

I generally disagree with anyone who trashes capitalism, the one economic system which has lifted more people out of poverty than all the others combined. In Odell's defense, she doesn't completely throw capitalism out the window. She has a lot of great points and ideas. When two people disagree, it's good to try and figure out who is wrong. This one will make you think and challenge some assumptions. That's a good thing even if the some of the book is wrong.



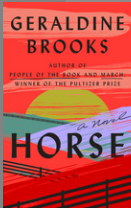
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In the Margins: On the Pleasures of Reading and Writing by Elena Ferrante

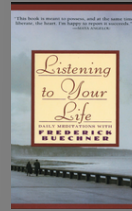
Four new and revelatory essays by the author of *My Brilliant Friend* and *The Lost Daughter*.

In 2020, Claire Luchette in *O, The Oprah Magazine* described the beloved Italian novelist Elena Ferrante as “an oracle among authors.” Here, in these four crisp essays, Ferrante offers a rare look at the origins of her literary powers. She writes about her influences, her struggles, and her formation as both a reader and a writer; she describes the perils of “bad language” and suggests ways in which it has long excluded women’s truth; she proposes a choral fusion of feminine talent as she brilliantly discourses on the work of Emily Dickinson, Gertrude Stein, Ingeborg Bachmann, and many others.



Horse: A Novel by Geraldine Brooks

Based on the remarkable true story of the record-breaking thoroughbred Lexington, *Horse* is a novel of art and science, love and obsession, and our unfinished reckoning with racism.



Listening to Your Life: Daily Meditations with Frederick Buechner

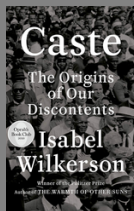
Daily meditations taken from the works of an acclaimed novelist, essayist, and preacher who has articulated what he sees with a freshness and clarity and energy that hails our stultified imaginations.

The Status Game: On Human Life and How to Play It by Will Storr

"In today's strange and rageful online-mediated neoliberal world, we're continually offered new and shifting symbols of what it is to be a winner: thinner, larger, whiter, darker, smarter, happier, brave-and-sadder with this career triumph and that many likes.

When it becomes overwhelming, it's useful to remind ourselves that these symbols we chase are often no less ridiculous than giant yams and that none of us are competing with everyone in the world, no matter how much it can feel that way. The great consolation of the game is that it's not final victory we should seek in order to be happy, but simple, humble progress: the never-ending pleasure of moving in the right direction. Nobody wins the status game. They're not supposed to. The meaning of life is not to win, it's to play."

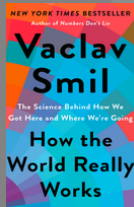




Caste: The Origins of Our Discontents
by Isabel Wilkerson

The Pulitzer Prize-winning, bestselling author of *The Warmth of Other Suns* examines the unspoken caste system that has shaped America and shows how our lives today are still defined by a hierarchy of human divisions.

In this brilliant book, Isabel Wilkerson gives us a masterful portrait of an unseen phenomenon in America as she explores, through an immersive, deeply researched, and beautifully written narrative and stories about real people, how America today and throughout its history has been shaped by a hidden caste system, a rigid hierarchy of human rankings.



How the World Really Works: The Science Behind How We Got Here and Where We're Going by Vaclav Smil

"A new masterpiece from one of my favorite authors... [How The World Really Works] is a compelling and highly readable book that leaves readers with the fundamental grounding needed to help solve the world's toughest challenges." —Bill Gates



Two Nights in Lisbon: A Novel by Chris Pavone

I literally couldn't put this book down. Tautly wound and expertly crafted, *Two Nights in Lisbon* is a riveting thriller about a woman under pressure, and how far she will go when everything is on the line.



The Science of Storytelling: Why Stories Make Us Human and How to Tell Them Better by Will Storr

Stories shape who we are. They drive us to act out our dreams and ambitions and mold our beliefs.

Storytelling is an essential part of what makes us human. Enlightening and empowering, *The Science of Storytelling* is an invaluable resource for writers of all stripes, whether they are a novelist, screenwriter, playwright, or writer of creative or traditional nonfiction. I would add to that list marketer of any kind.

If you want to inspire and lead your employees, patients, and investors with confidence, learn to become a better story teller and empower everyone around you to thrive.



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ABOUT BURLESON SEMINARS

Greetings, I'm Dustin! I'm a speaker, teacher, author and business strategist for over 4,000 professional practice owners and entrepreneurs located in 35 countries throughout the world. I write and edit five newsletters monthly. I'm the attending orthodontist at Children's Mercy Hospital and Adjunct Clinical Professor at the UMKC School of Dentistry in the Department of Orthodontics & Dentofacial Orthopedics. I've founded several orthodontic and pediatric dental practices in Kansas City, Missouri. Recently, I sold those practices to the excellent team at Rock Dental Brands. Today, when I'm not on stage or hosting a podcast, I'm a venture partner at Flagstaff Ventures, father to three boys, sailor and married to the most-amazing business partner and dog mom, Ashley.

I'm a champion of patient-centered treatment and I have a long track record of helping doctors transform their lives and leave a strong legacy for their families, co-workers, communities and profession. My orthodontic marketing campaigns have generated over \$500 million in revenue for my clients and privately held practices. I'm the author of 7 best-selling books and provide more free orthodontic treatment to children in need through Smiles Change Lives than any other doctor in North America.

The 9,000+ members of my email list span multiple industries. They're doctors, dentists, lawyers, bestselling authors, musicians, executives, professors, students and residents. But above all, they're leaders and truth seekers. They have a passion for challenging the status quo about how the world works. They know the best way to get ahead is to be different, not better. They know it's almost always wrong to simply follow what others are doing.

I save the most valuable content exclusively for my subscribers. If you don't want to miss out, please sign up using the button below. As an added bonus, you'll get the free Ortho Manifesto (PDF and audio) and weekly strategies to reimagine the status quo.

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