

The clearest new reading lead: Shane Parrish's *Clear Thinking*

Recommended Reading from Tech Founders

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A tightly filtered set of organic learning leads centered on Jonathan Fields's explicit endorsement of Shane Parrish's *Clear Thinking*, with two more specific contextual recommendations on status, priorities, and memorable startup naming.

Standout recommendation

Clear Thinking — book

- **Creator:** Shane Parrish, identified in the conversation as the founder of Farnam Street and the author of *Clear Thinking*. [1]
- **Link:** Interview in which the recommendation appears
- **Recommended by:** Jonathan Fields, who says he would “definitely encourage people to dive much deeper into that in the book,” calling it “really powerful and practical and valuable.” [1]
- **Key takeaway:** The endorsement is tied to a practical decision method: write down a decision at night, revisit it in the morning, and use that second perspective to expose missing information or blind spots. [1]
- **Why it matters:** This is the strongest lead because it is an unambiguous recommendation connected to a usable safeguard, rather than a bare “must-read” mention. [1]

Two contextual reading leads

Charles Dickens's *Scrooge* book — book

- **Title as surfaced:** The transcript identifies it as a book featuring Ebenezer Scrooge, but does not state the formal title. **Creator:** Charles

Dickens. [1]

- **Link:** Interview in which the recommendation appears
- **Recommended by:** Shane Parrish, who calls it a “great book” while discussing independent thinking and the danger of adopting someone else’s scoreboard. [1]
- **Key takeaway:** Scrooge illustrates the person who pursues society’s markers—money, power, respect, and being well-known—only to want a “doover” at the end. [1]
- **Why it matters:** Parrish connects the story to the question “what’s worth wanting?” and to periodically reassessing whether one’s priorities are genuinely one’s own. [1]

How I Built This episode featuring the YETI founders — podcast

- **Creator/host:** Not named in the surfaced recommendation; the posts identify the program and its YETI-founder guests. [2]
- **Link:** Original discussion
- **Recommended by:** Sarah Tavel, through a softer but specific endorsement: she says she “love[s]” the episode’s two-week follow-up asking which name people remembered, after the original post highlighted the episode’s naming lesson. [3, 2]
- **Key takeaway:** Do not choose the least-common-denominator name everyone likes; choose one that does the job it was given and cannot be forgotten. [2]
- **Why it matters:** It gives founders a concrete naming test—optimize for distinctiveness and function, then see what sticks, rather than for universal immediate approval. [2]

Sources

1. How to Think More Clearly and Make Fewer Mistakes, Starting Now.
2. X post by @hiiamArielle
3. X post by @sarahtavel