

# Tobi Lütke's Thomas Sowell Lens, Plus a Case for \*Rush\*

Recommended Reading from Tech Founders

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Shopify CEO Tobi Lütke surfaced two organic recommendations: Thomas Sowell's books as a framework for testing ideas against reality, and *Rush* as a lesson in the power of narrative to expand audience interest. The stronger learning signal was Sowell, because Lütke explained exactly how the work changed his thinking.

### What stood out

Two recommendations stood out from Shopify CEO Tobi Lütke's interview: **Thomas Sowell's books** as a durable filter for evaluating ideas, and *Rush* as a standout example of how storytelling can unlock mass interest in a subject. [1]

### Most compelling recommendation

**Thomas Sowell's books** (*specific title not provided in the notes*)

- **Content type:** Books
- **Author/creator:** Thomas Sowell [1]
- **Link/URL:** No direct resource URL was provided in the notes; source context: Shopify CEO on How AI is a Scapegoat for Mass Layoffs & Trump Derangement Syndrome in Canada [1]
- **Who recommended it:** Tobi Lütke [1]
- **Key takeaway:** Lütke said Sowell shaped his thinking with a simple test: be wary of replacing things that work with things that only sound good, and avoid knee-jerk reactions by looking for the redeeming value in ideas that initially sound bad. [1]

- **Why it matters:** This was the strongest signal in the set because Lütke tied the recommendation to a specific decision-making habit he still applies. [1]

“one of his regrets about society is that we have spent the last 50 years replacing things that work with things that sound good” [1]

## Also worth saving

### *Rush*

- **Content type:** Movie / video
- **Author/creator:** Not specified in the provided notes
- **Link/URL:** No direct resource URL was provided in the notes; source context: Shopify CEO on How AI is a Scapegoat for Mass Layoffs & Trump Derangement Syndrome in Canada [1]
- **Who recommended it:** Tobi Lütke [1]
- **Key takeaway:** Lütke urged listeners to “definitely watch *Rush*,” praising it as one of the greatest tellings of Formula 1’s heroes, nemeses, and rivalries. He framed that storytelling power alongside his memory of growing up in Germany, where Niki Lauda was a hero, and alongside his broader point that media helped make the sport accessible and compelling to more people. [1]
- **Why it matters:** The recommendation is useful not just as entertainment, but as an example of how strong narrative packaging can create growth, entertainment, and delight around an existing domain. [1]

“definitely watch *Rush* it’s like it’s one of the greatest” [1]

## Bottom line

If you save one item from today’s set, save **Thomas Sowell’s books**. That recommendation came with the clearest explanation of long-term impact: Lütke connected it to a practical framework for separating what works from what merely sounds good. [1]

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## Sources

1. Shopify CEO on How AI is a Scapegoat for Mass Layoffs & Trump Derangement Syndrome in Canada