



# Loving to Read as a Strategist

## Episode 25

[www.eleonoraescalantestrategy.com](http://www.eleonoraescalantestrategy.com)

07-Dec-22

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*"Reflecting Bear". From the exercises collection saga "Loving to read as a strategist"  
Size: 7 x 5 plg. Strathmore series 400 Paper. Painted with Van Gogh & Ecoline Liquid Aquarelles  
pigments. NFS*

# Loving to read as a strategist.

## Episode 25

## Libraries Matter





























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# Loving to read as a strategist

## Outline per Episodes

1. Prelude 
2. Philosophy, Rationale and Objectives 
3. Historic roots of reading 
4. Once upon a time write and read tied the knot 
5. Gutenberg's Legacy 
6. Reading in the XX century 
7. Reading trends of today 
8. Contexts of reading 
9. What is to read 
10. How do we learn to read 
11. When do we read 
12. What to read 
13. Why to read 
14. We are what we read 
15. Is reading the same as learning 
16. The reading brain of the kids 
17. Who enjoys reading 
17. If you don't like to read 
18. The business of reading 
19. Publishing industries and the Internet (Part A)   
 *Substitutes of reading* 
20. Publishing Industries and the Internet (Part B) 
21. The Information that we read 
22. Reading as a need/want, as a tradition or as a fashion? 
23. Reading as leisure 
24. Reading and NAIQIs 
25. Libraries matter 
26. The core of the strategist mind
27. Reading content as a strategist
28. Becoming a strategist since kindergarten
29. Research agenda for the next 15 years
30. Summary and conclusions



# Loving to read as a strategist



## Important Announcement:



*Eleonora Escalante Strategy has decided to offer 5 bonus content subjects that weren't consider initially in our outline.*

1. **Bonus 1: Reading/printing during times of the Protestant Reformation.** ✓
2. **Bonus 2: Reading during the Renaissance.** ✓
3. **Bonus 3: Reading during the Enlightenment.**
4. **Bonus 4: Newspapers commencement.**
5. **Bonus 5: What happened during the first industrial revolution?.**

*To be revealed between  
from 1 to 15 of January 2023.*

- We have included the subject "Substitutes of reading" in episode 19.
- We decided to segment the episode "Publishing industries and the internet" in two sections: Episode 19 and Episode 20.
- Look at the new outline after these adjustments.
- Thank you!






## Timeline

# Loving to read as a strategist

December 2022

| SUN  | MON | TUES  | WED | THURS | FRI  | SAT                         |
|--|-----|---|-----|-------|--|-----------------------------|
|  |     |   |     | 1     |   <b>Episode 24</b><br>Reading and NAIQs | 3                           |
| 4  | 5   |   <b>Episode 25</b><br>Libraries Matter | 7   | 8     |  <b>Episode 26</b><br>The core of the strategist mind   | 10                          |
| 11   | 12  |  <b>Episode 27</b><br>Reading Content as a strategist  | 14  | 15    |  <b>Episode 28</b><br>Becoming a strategist since kindergarten  | 17                          |
| 18   | 19  |  <b>Episode 29</b><br>Research agenda on reading for next 15 years   | 21  | 22    | <b>Episode 30</b><br>Summary and Conclusions   | <b>Our vacations begins</b> |
| 25   | 26  | 27  | 28  | 29    | 30   | 31                          |
|  <b>Our next saga: "The Ocean Race 2023 Strategy Regatta" as of January 15<sup>th</sup>, 2023</b> |     |   |     |       |  |                             |

07-Dec-22

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Libraries Matter

*Ptolemaic Dynasties and libraries.*



For more information about the origins the Ptolemaic Libraries visit:  
[https://www.worldhistory.org/Ptolemaic\\_Dynasty/](https://www.worldhistory.org/Ptolemaic_Dynasty/)  
<https://alexander-the-great.org/people/ptolemaic-dynasty-of-egypt>







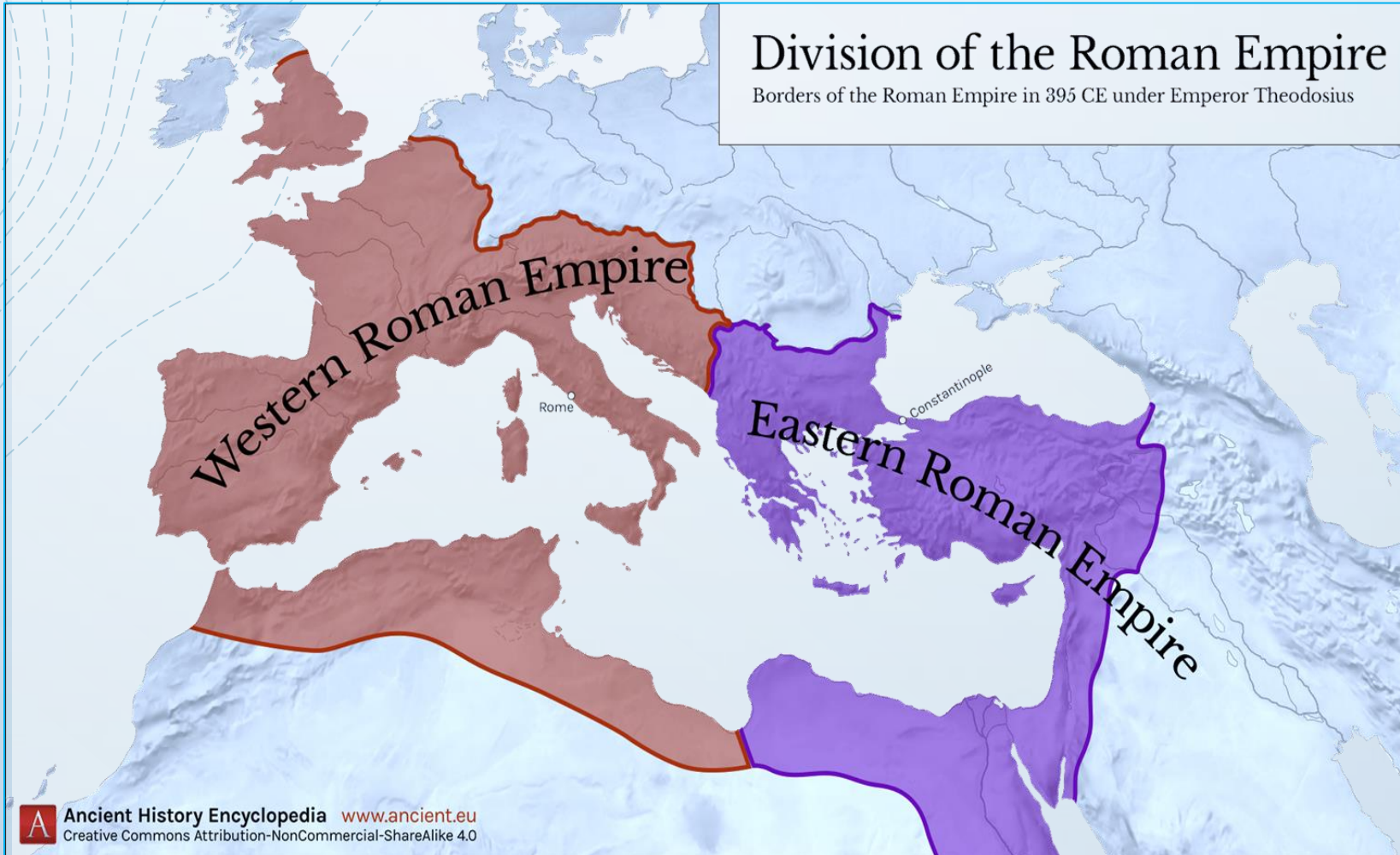
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Libraries Matter

*Two Roman Empires*

## Division of the Roman Empire

Borders of the Roman Empire in 395 CE under Emperor Theodosius



Ancient History Encyclopedia [www.ancient.eu](http://www.ancient.eu)  
Creative Commons Attribution-NonCommercial-ShareAlike 4.0

For more information  
about

<https://www.worldhistory.org/image/11818/western-eastern-roman-empire-395-ce/>

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*Cassiodorus founded Vivarium*



For more information about  
<https://www.historyofinformation.com/detail.php?id=167>  
<https://www.cambridge.org/core/books/the-cambridge-history-of-medieval-monasticism-in-the-latin-west/CA06292ED392F1DC44FBF0C6AF708452>

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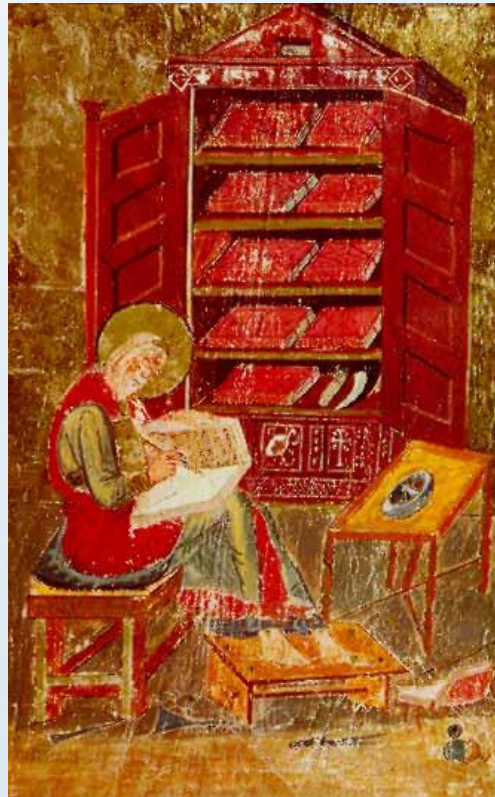
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## Libraries Matter



Flavius Magnus Aurelius Cassiodorus was a Roman statesman, scholar and writer. He served in the administration of Theodoric the Great, king of the Ostrogoths.

*Cassiodorus' contributions to the development of science reside in the encouragement he gave to the study and preservation of the works of classical authors and to his acknowledgment of the need for a cleric to study secular subjects. He helped to save the culture of Rome at a time of impending barbarism.*



For more information about  
<https://faculty.georgetown.edu/jod/texts/cassbook/chap6.html>

[https://prabook.com/web/flavius.cassiodorus\\_senator/3724800](https://prabook.com/web/flavius.cassiodorus_senator/3724800)







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## Libraries Matter

### *From saving the books to saving ourselves*

- It has been my aim to devote this episode to the origin of the libraries.
- Excessive utilization of technologies, when imposed by force always have a negative impact in the culture and the arts. Particularly over the literature production and long learning literacy.
- Literature (secular or religious or scholar) has been the base of any complex form of art, including music and theater.
- In our history, libraries were invented to keep books from disasters. To keep them from the kingdoms of destruction when they subjugated other reigns.
- Books were seen as “Objects of wars”
- In order to save documents, humans had to invent the figure of the monasteries, because in the middle of the barbarians, that was the only possible way to help libraries to survive from our own destruction means.
- Nowadays, it seems that the abundance of digital information (without any type of regulation and filters), is killing the quality of what is perpetual and good for humans' survival.
- We must reflect, and ask ourselves: what is the role of our libraries in these current times? Keeping the good books from ourselves own technological destruction?







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## Libraries Matter

### *From saving the books to saving ourselves*

- After the roman's episode in Europe, in order to save documents, humans had to invent the figure of the monasteries, because in the middle of the barbarians, that was the only possible way to help libraries to survive from sabotage.
- Books have been treated as targets of war.



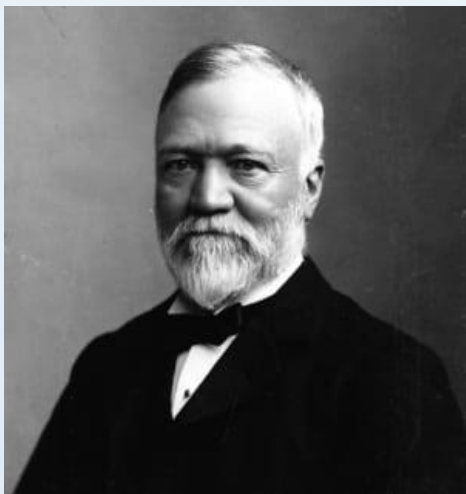


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## Libraries Matter

### *From saving the books to saving ourselves*

- Nowadays, it seems that the abundance of digital information (without any type of regulation and filters), is slaying the quality of what is perpetual and good for humans' survival. And it is also annihilating libraries in non-educated nations.
- A public library, as we know it in our current times, is connected to the vision that Andrew Carnegie urged in the USA and the UK at the beginning of the 19<sup>th</sup> century.



In 1901, Andrew Carnegie sold his prosperous steel business. At the age of 65, Carnegie decided to spend the rest of his days helping others by building or renovating libraries and making donations of books to existing ones. More than 2,800 libraries were assembled because of his charitable money.

<https://www.britannica.com/biography/Andrew-Carnegie>







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## Libraries Matter

***The top 10 challenges facing public libraries. According to Mark Smith.***

1. Growing mistrust in the federal or municipal government which can take out the funds for libraries operations.
2. Lack of faith in objective information coming from books and sources of information kept in the libraries
3. The decline in civility and civic engagement through volunteerism
4. The disappearing of the middle class. The libraries as “palaces for the people” were the institutions where the middle class could conceive their aspirations fulfilled.
5. The tax revolt and the tyranny of ROI against libraries
6. The decline of attention span in people: the ability to concentrate is being affected by smartphones. People can’t wander anymore.
7. The decline in reading
8. Privation of race diversity in the libraries.
9. Absence of recognitions for the librarians
10. The struggle of library education. Less librarians are available.

[https://www.researchgate.net/publication/332693435\\_Top\\_Ten\\_Challenges\\_Facing\\_Public\\_Libraries](https://www.researchgate.net/publication/332693435_Top_Ten_Challenges_Facing_Public_Libraries)





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## Libraries Matter

*Public libraries are the national parks of knowledge and learning.*

Public Libraries are a unique special kind of space

- Public Libraries: Fill a very up to date need for the public with a special kind of space for opportunities for education and self improvement.
- Preserve and provide access to a special kind of space that is not found anywhere else. Libraries are the “palaces of learning people”.
- Public libraries preserve and provide access to a special kind of place that has disappeared from other parts of our society and communities.

<https://www.tandfonline.com/doi/full/10.1080/01616846.2017.1327767>







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Libraries Matter

*Public libraries paradigm evolution*



[https://www.researchgate.net/publication/236696591\\_Libraries\\_and\\_Learning\\_A\\_History\\_of\\_Paradigm\\_Change](https://www.researchgate.net/publication/236696591_Libraries_and_Learning_A_History_of_Paradigm_Change)





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## OUR TEAM



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