

Business News – Week of October 11, 2017

Successful business leaders and CEOs read voraciously to stay up-to-date with their industries and business trends.

Warren Buffett, one of the richest men in the world and a successful CEO, estimates that he spends 80% of his time reading. Buffett has said that every morning he reads the Wall Street Journal, the Financial Times, the New York Times, USA Today, the Omaha World-Herald, and the American Banker.

Bill Gates reads the New York Times, the Wall Street Journal, and the Economist cover to cover.

On that note, Knowledge Matters, makers of Virtual Business, has compiled this list of some of the most important business stories of the week.

[Google X and the Science of Radical Creativity](#) – The Atlantic

[Can A Tech Makeover Save the Toy Industry](#) – Fortune

[Dollar General Hits a Gold Mine in Rural America](#) - Businessweek

[Spotify's Discover Weekly: How machine learning finds your new music](#) – Hacker Noon

[Nestle, Bigger Than You Know](#) – YouTube video (Company Man)