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THE
LONDON
IDEA

Those who knew Adam London knew that he loved to read. Whether it was an article on the bus or a hardcover at a coffee shop - there was arguably nothing more important to him than the power of words. One of his favorite gifts to give was a book...and not just any book. Adam would choose the perfect book. The book that you needed to help build your business, or the book that helped get you through a tough time.

To pass on his legacy, here is a book from me. Enjoy, and if you feel compelled, contribute to his passion for thoughtful gifting and send your favorite book to 5 people that you care about. Beyond books, Adam was all about giving - his time, his energy, and his network - to anyone with an idea. The London Idea will continue Adam's penchant for giving by enabling bright ideas through funding, mentorship, and networking.

To learn more about Adam London and The London Idea go to

thelondonidea.com

