

Info Junkie: Clean minded

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By Virginia Gerst



Photo: John R. Boehm

Since 2002, **Jonathan P. WARD**, 50, has been chairman and CEO of Downers Grove-based ServiceMaster Co., owner of Terminix, Merry Maids and TruGreen ChemLawn. Before joining ServiceMaster in 2001, he was president and chief operating officer of R. R. Donnelley & Sons Co. His reading list:

New York Times, Wall Street Journal: "The contrast gives me a nice balance. I am one who always wants to understand the whole picture." He reads op-ed pieces from both sides of the aisle.

Harvard Business Review: "Its strategic thoughts on business help me understand consumer trends." And **Fortune**, for its global perspective and "insight into what other business leaders think."

Board Alert magazine: "We are focused on corporate governance; we want to keep abreast of what the thinking is out there."

"Overpromise and Overdeliver: The Secrets of Unshakable Customer Loyalty" by Rick Barrera, on how companies like American Girl and TiVo captured their markets. "In a service business, there is nothing more important than the critical points that determine whether the consumer will be dedicated to your product or go elsewhere."

"The Question of God: C. S. Lewis and Sigmund Freud Debate God, Love, Sex, and the Meaning of Life" by Armand M. Nicholi Jr. "It helped me to understand that you can run a public company and encourage spirituality."