



Don founded Audible in 1995. It's now the world's largest producer of audiobooks.

OUTTAKES

URBAN SCHOLAR

I took classes in metropolitan studies at NYU in the early '70s. I've always been obsessed with cities.

PERSONAL PLAYLIST

I'm currently listening to *Deep Work* by Cal Newport. It's a sophisticated contemplation on the challenges of meaningful work and the myriad of distractions that are classified as shallow work.

ORIGINAL CONTENT

We've made long- and short-form programming since the beginning, including our launch with Robin Williams, who did shows every two weeks for years before the term "podcast" was invented. Audible has always been about a deeply intimate sense of private performance.

Don Katz

Change is possible when companies “activate caring,” says the Audible CEO.

We're investing in an urban renaissance for Newark, New Jersey, where we're headquartered. That means doing things like giving rent subsidies to employees who live downtown, using locally sourced food in the cafeteria, and hiring people from our community. Being on the ground gives us insight. For instance, we found that for many of our interns—Newark-born, first-generation college students—the college-entry experience was rocky. We reported to local schools on the problems we were seeing, like gaps in workplace vocabulary and trouble crafting resumes, and ended up collaborating on a mentoring program. I'm hopeful that when we do these things, other CEOs will have even better ideas about how to activate caring versus just mailing in checks to a philanthropy.