



Crain's  
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Neal Zucker, 41, CEO of window-washing firm Corporate Cleaning Services and a longtime civic activist, is always on the go. So it's not unusual for him to read three newspapers and a magazine while watching "24" on TiVo at midnight. "We all have 24 hours in a day, but I try to squeeze in as much as I can." His juggling act:

Metromix.com for restaurant ideas. "I kid that I eat 21 meals out a week, but I really do eat out all the time." He's already hit newcomers Table 52 and Sepia.

Likes the Eric & Kathy banter on WTMX-FM (101.9) and local columnists in the Sun-Times ("All of them"). Keeps close tabs on Chicago real estate news, especially changes in ownership and management: "They're my clients."

Intrigued by political thrillers, including the "Bourne" movies and the novel "The First Commandment" by Chicago author Brad Thor.

An aviation buff (he's piloted before, but doesn't now), he'll read anything from Flying magazine to FlightAware.com. Just Googled Vienna, Prague and Budapest for a planned Christmas vacation. "I walked next door to Barnes & Noble, then realized I could sit at my desk and get information much more efficiently."

"Screw It, Let's Do It: Lessons in Life," by consummate entrepreneur Richard Branson, is one of his favorite inspirational reads. "These people have done so well by being involved in every aspect of their business — not being in charge of all of them, but being involved."

On his iPod? "Where is my iPod is a better question. What's on it, I'm not really sure."