Roald Dahl

Dahl told his children nightly bedtime stories that inspired his future career as a children's writer. These stories became the basis for some of his most popular kids' books, as his children proved an informative test audience. "Children are ... highly critical. And they lose interest so quickly," he asserted in his *New York Times* book review interview. "You have to keep things ticking along. And if you think a child is getting bored, you must think up something that jolts it back. Something that tickles. You have to know what children like."