

Read Book The Upstarts: How Uber, Airbnb, And
The Killer Companies Of The New Silicon Valley
Are Changing The World

The Upstarts: How Uber, Airbnb, And The Killer Companies Of The New Silicon Valley Are Changing The World

NEW YORK TIMES BESTSELLER USA TODAY
BESTSELLER Amazon, Apple, Facebook, and Google are
the four most influential companies on the planet. Just
about everyone thinks they know how they got there. Just

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about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway

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deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

From #1 New York Times bestselling author and radio host Mark R. Levin comes a searing plea for a return to America's most sacred values. In Rediscovering

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Americanism, Mark R. Levin revisits the founders' warnings about the perils of overreach by the federal government and concludes that the men who created our country would be outraged and disappointed to see where we've ended up. Levin returns to the impassioned question he's explored in each of his bestselling books: How do we save our exceptional country? Because our values are in such a precarious state, he argues that a restoration to the essential truths on which our country was founded has never been more urgent. Understanding these principles, in Levin's words, can "serve as the antidote to tyrannical regimes and governments." Rediscovering Americanism is

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not an exercise in nostalgia, but an appeal to his fellow citizens to reverse course. This essential book brings Levin's celebrated, sophisticated analysis to the troubling question of America's future, and reminds us what we must restore for the sake of our children and our children's children.

In the tradition of Phil Knight's Shoe Dog comes the incredible untold story of how Netflix went from concept to company-all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard was of, and widespread DVD adoption

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seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought—leveraging the internet to rent movies—and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair—with Hastings as the primary investor and Randolph as the CEO—founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty first century's most

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disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts, and determination can change the world—even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it

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answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.

An industry leader's guide to making Lyft and Uber work for you. In less than five years, ridesharing has grown from nonexistence into a billion dollar industry. Uber now has

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two million drivers in the United States, Lyft has seven hundred thousand, and both show no signs of slowing down. Despite the large number of drivers, Uber and Lyft provide little in the way of help for new drivers, who complain that there is a lack of guidance when starting out. Harry Campbell, founder and director of The Rideshare Guy blog and podcast and a driver himself, can help. The Rideshare Guide offers a comprehensive and engaging handbook for current and prospective rideshare drivers. Learn how to: Decide between Uber and Lyft Maximize passengers and profits Maintain a five-star rating Keep safe and interact appropriately with passengers Navigate

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legal matters and tax codes Campbell explains these and much more, also including funny, shocking, and bizarre tales from the road. Whether you are thinking about becoming a driver or a veteran wondering about UberPool and tax help, The Rideshare Guide by the Rideshare Guy has the answers.

Hacking Growth

How to Turn Down a Billion Dollars

Being Extraordinary in the Age of the Entrepreneur

From Gutenberg to Zuckerberg

Based on the Book by Brad Stone

A Silicon Valley Story

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The Everything Store

Leapfrog

Does your staff deliver the highest quality service possible? Customers today expect a very high overall level of service in hospitality, tourism, and leisure. Competition in these fields will thus be driven by strategies focusing on quality of service to add value, as opposed to product or price differentiation. Service Quality Management in Hospitality, Tourism, and Leisure highlights concepts and strategies that will improve the delivery of hospitality services, and provides clear

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and simple explanations of theoretical concepts as well as their practical applications!

Practitioners and educators alike will find this book to be invaluable in their businesses and in preparing students for the business world. This essential book provides you with clear, comprehensive explanations of theoretical concepts and methods that will give you the competitive edge in this fast-changing field. Topics covered include: services management marketing operations management human resources management service quality management Service Quality Management in

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Hospitality, Tourism, and Leisure brings together an array of pertinent materials that will measure and enhance customer satisfaction and help you provide superior hospitality services, and groups them in easy-to-use clusters for quick reference. A Washington Post Notable Book This New York Times bestseller is a “masterful” (The Washington Post), “juicy tour of the company [Jeff] Bezos built” (The New York Times Book Review), revealing the most important business story of our time by the bestselling author of The Everything Store. Almost ten years ago, Bloomberg journalist Brad Stone captured the

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rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to nearly two trillion dollars. It's almost impossible to go a day without encountering the impact of Jeff Bezos's Amazon, between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of The Washington Post. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In Amazon

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Unbound, Brad Stone presents an “excellent” (The New York Times), deeply reported, vividly drawn portrait of how a retail upstart became of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and “engaging” (Jon Meacham, author of The Soul of America), Stone has

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provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life."

Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so,

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he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing.

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The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes *Shortcut Your Startup*, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby

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Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, *Shortcut Your Startup* outlines Courtney and Carter's ten key "Startup Switchups" that flip traditional advice on its head: · Get into the Trenches · Know if You're a Speedboat or a Sailboat · Obsessively Take

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Advantage of Your Unfair Advantages · Do What You Do Best, and Outsource the Rest · Build in Flexibility and a Diversified Focus · Think Milestones, Not Time · Nail It Before You Scale It · 1 Percent Better Is 1000 Percent Better · Gain Buy-in with Heart-Based Momentum · Success Doesn't Equate to a Successful Exit Whether you're a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, *Shortcut Your Startup* is essential reading to speed up your success!

The Step-by-Step Guide to Marketing Your Book

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An Examination

THISday

**The Uncensored History of Silicon Valley (As Told
by the Hackers, Founders, and Freaks Who Made
It Boom)**

Gearheads

**Speed Up Success with Unconventional Advice
from the Trenches**

**What You Really Need to Know About the
Internet**

Jeff Bezos and the Age of Amazon

*The first book to present a new conceptual framework which offers
an initial explanation for the continuing and rapid success of such*

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'disruptive innovators' and their effects on the international hospitality industry. It discusses all the hot topics in this area, with a specific focus on Airbnb, in the international context.

"Traces the story of Uber's rapid growth from its murky origins to its plans for expansion into radically different industries. The company is fighting local competitors and lawmakers for markets around the world; it has already faced riots and protests in cities like Paris, Rio de Janeiro, and Mumbai. It fought, and lost, an expensive and grueling battle against rival Didi in China. Uber has also poached entire departments from top research universities in a push to build the first self-driving car and possibly replace the very drivers it's worked so hard to recruit. Uber is in the headlines every day, but so much about its past and its future plans are still unknown to the public"--

A behind-the-scenes look at how tomorrow's hottest startups are being

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primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

Closing the sale. Asking for a raise. Nailing the big presentation. Of the 2,000 hours you work every year, your success or failure is

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*determined in the couple of dozen crucial hours when you need to bring your absolute best. Will you? The last few minutes before a major challenge can be terrifying. Ever wished you knew how to make sure you ace the make-or-break test, audition, or interview? We often feel the most powerless just before we're expected to act powerful. As you'll learn in this life-changing book, practice might make perfect, but perfection is useless if you can't summon it when it counts. Pulling off a great speech or the pivotal at bat also requires the right kind of mental preparation. In *Psyched Up*, journalist Daniel McGinn dives into the latest psychological research and interviews athletes, soldiers, entertainers, and others who, despite years of practice and enviable track records, will ultimately be judged on their ability to deliver a solid performance when it's their turn to shine. For instance, he reveals... • How Jerry Seinfeld's jacket and Stephen Colbert's pen help them get*

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laughs. • What General Stanley McChrystal said to Special Forces before they entered the battlefield. • Why the New England Patriots hired the DJ from the Red Sox to help them win. Among other counterintuitive insights, McGinn reveals why trying to calm your backstage jitters can be worse for your performance than channeling it into excitement; how meaningless rituals can do more to prepare you in the final moments than last-minute rehearsal; and how a prescription from your doctor could help you unleash your best skills. Whether you're a sportsperson or a salesperson, an actor or an entrepreneur, one bad hour can throw away months of hard work. There's so much conflicting popular advice that we often end up doing the wrong things. McGinn separates the facts from the old wives' tales and shares new, research driven strategies for activating your talent, optimizing your emotions, and getting psyched up to take the spotlight.

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Valley of Genius

Pandemics

Good Food for Bad Days

*How Microsoft's Mogul Reinvented an Industry--and Made Himself
the Richest Man in America*

Peer to Peer Accommodation Networks

Words for the Vulnerable and the Venerable

How the Science of Mental Preparation Can Help You Succeed

The Snapchat Story

**Unscaled identifies the forces that are reshaping the
global economy and turning one of the fundamental
laws of business and society--the economies of
scale--on its head. An innovative trend combining**

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technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In *Unscaled*, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to

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cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring

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health-care costs, but will also unleash new challenges that today's leaders must address.

The former Senior Vice President of Apple Computer and close colleague of Steve Jobs's throughout his tenure, Jay Elliot takes readers on a remarkable tour through Jobs's astonishing career. From the inception of game-changing products like the Apple II and the Macintosh, to his stunning fall from grace, and on to his rebirth at the helm of Apple, his involvement with Pixar, and the development of the iPod, iPhone, iPad, and much more, The Steve Jobs Way presents real-life examples of Jobs's leadership challenges and

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triumphs, showing readers how to apply these principles to their own lives and careers. Packed with exclusive interviews from key figures in Apple Computer's history, this revealing account provides a rarely seen, intimate glimpse into the Steve Jobs you won't see on stage, thoroughly exploring his management and leadership principles. From product development meetings to design labs, through executive boardroom showdowns to the world outside of Silicon Valley, readers will see the real Steve Jobs, the "Boy Genius" who forever transformed technology and the way we work, play, consume, and communicate--all through the eyes of

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someone who worked side by side with Jobs.

Written in partnership with William L. Simon, coauthor of the bestselling Jobs biography iCon, The Steve Jobs Way is the "how to be like Steve" book that readers have been waiting for.

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of Wool

"Tim Grahl is fast becoming a legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading Your First 1000

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Copies." — Daniel H. Pink, New York Times bestselling author of Drive and When "Your First 1000 Copies is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of Made to Stick, Switch, and Decisive "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, Body of Work "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of Ignore Everybody and Evil Plans Imagine if you had a direct connection with

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thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In *Your First 1000 Copies*, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh

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**Howey, Daniel Pink, Barbara Corcoran Charles
Duhigg, Chip and Dan Heath, Ramit Sethi and
Pamela Slim to authors just get started on their first
writing project. He has worked with authors across
all fiction and non-fiction genres. Along with his
client work, he has studied many other successful
authors to learn what works and what doesn't. The
result is Your First 1000 Copies where he walks you
through the Connection System, a plan that every
author can immediately start using. The plan looks
like this: - Permission - How to open up
communication with your readers where you can
reliably engage them and invite them to be involved.**

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- Content - How to use content to engage with current readers and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, Your First 1000 Copies will give you the tools to connect with readers and sell more books.

'Jack Monroe is a force for good in the world.'

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Nigella Lawson 'This book will be a friend to you when life is hard.' **Matt Haig** Seventy-five comforting, delicious and affordable recipes from **Jack Monroe**, star of BBC's Daily Kitchen Live and author of the Sunday Times bestseller, **Tin Can Cook**. Food writer and anti-poverty campaigner **Jack Monroe** presents **Good Food for Bad Days**, a collection of cheering, tasty and easy meals to make when you're low in spirits. Eating properly is one of the biggest hurdles when you're feeling low, so these recipes (dubbed 'depressipes' by Jack) give you everything you need in a dish; they are inexpensive, simple and filling so that cooking and

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eating a nutritious meal doesn't seem like an impossible task. This collection includes comforting dishes such as Quick and Spicy Noodles, Recalibration Supper, Jaffa Cake Mug Pudding and Hot Apple Pies. In this handy little paperback cookbook, Jack shares friendly and creative tips for making a little go a long way and for using store-cupboard ingredients: perfect for when you're feeling overwhelmed by whatever is on your plate, but still want to take care of yourself.

**How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World
The Birth of Netflix and the Amazing Life of an Idea**

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Are Changing The World

The New Revolution for Women Entrepreneurs

Unscaled

Valley of the Gods

That Will Never Work

I'm Feeling Lucky

The Four

Leaders Lead. Followers Follow. You Can't Do Both. Acknowledging the great irony that most of today's inspiring entrepreneurs are following the crowd instead of doing what innovative leaders like Richard Branson, Mark Zuckerberg, and Elon Musk did to become successful, Silicon Valley management consultant Steve Tobak delivers some truth: Nobody

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ever made it big by doing what everyone else is doing. Drawing upon decades of personal experience with hundreds of accomplished entrepreneurs, CEOs, and venture capitalists, Tobak provides a unique perspective on today's technology revolution, exposes popular myths that masquerade as common wisdom and shows you what it takes to become a successful entrepreneur and an exceptional business leaders in today's highly competitive world.

"A Wall Street Journal columnist for "Weekend Confidential" explores the hubris and ambition of Silicon Valley innovators who are changing the

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world, tracing the stories of three upstarts who left promising college educations in favor of developing billion-dollar ideas"--NoveList.

"An engrossing story of audacious entrepreneurism and big-industry disruption, [this] is a tale for our times." —Charles Duhigg, author of Smarter Faster Better An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has

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become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company’s young CEO steers into increasingly uncharted waters. “A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption.” —Rana Foroohar, Financial Times columnist and CNN global economic analyst

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Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening. So the question isn't whether your organization needs to change, but when and how much. The Network Imperative is a

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call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market. These companies, or network orchestrators, grow faster, scale with lower marginal cost, and generate the highest revenue multipliers. Supported by research that covers fifteen hundred companies, authors Barry Libert, Megan Beck, and Jerry Wind guide leaders and investors through the ten principles that all organizations can use to grow and profit regardless

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of their industry. They also share a five-step process for pivoting an organization toward a more scalable and profitable business model. The Network Imperative, brimming with compelling case studies and actionable advice, provides managers with what they really need: new tools and frameworks to generate unprecedented value in a rapidly changing age.

*How AI and a New Generation of Upstarts Are Creating the Economy of the Future
Your First 1000 Copies*

*The Confessions of Google Employee Number 59
How Three Guys Risked Everything to Turn an Idea*

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into a Global Business

Amazon Unbound

Frenemies

How to Survive and Grow in the Age of Digital Business Models

The Steve Jobs Way

An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of *Googled Advertising* and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the

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world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. Mad Men are turning into Math Men (and women--though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper.

Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by

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advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of

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entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

Machine generated contents note: -- Introduction --
Chapter 1: Plague -- Chapter 2: Smallpox -- Chapter 3:

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Malaria -- Chapter 4: Cholera -- Chapter 5: Tuberculosis -- Chapter 6: Influenza -- Chapter 7: HIV/AIDS -- References -- Further Reading -- Index

Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously told...compelling history" (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous

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account...a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force" (The Christian Science

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Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.

Wild Ride

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Change Your Thoughts, Change Your Life

Think Straight

The Turbulent Rise of Robotic Sports

Shortcut Your Startup

You Don't Own Me: How Mattel v. MGA Entertainment

Exposed Barbie's Dark Side

How Three Ordinary Guys Disrupted an Industry, Made

Billions . . . and Created Plenty of Controversy

Troublemakers

New York Times bestselling author of The Everything

Store Brad Stone takes us deep inside the new Silicon

Valley. Ten years ago, the idea of getting into a

stranger's car, or walking into a stranger's home, would

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have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology. They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Young, hungry and brilliant, they are rewriting the traditional rules of business, changing our day-to-day lives and often sidestepping serious ethical and legal obstacles in the

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process. The Upstarts is the definitive account of a dawning age of tenacity, creativity, conflict and wealth. In Brad Stone's highly anticipated and riveting account of the most radical companies of the new Silicon Valley, we find out how it all started, and how the world is wildly different than it was ten years ago.

A marketing director's story of working at a startup called Google in the early days of the tech boom: "Vivid inside stories . . . Engrossing" (Ken Auletta). Douglas Edwards wasn't an engineer or a twentysomething fresh out of school when he received a job offer from a small but growing search engine company at the tail end of the 1990s. But founders Larry Page and Sergey Brin needed

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staff to develop the brand identity of their brainchild, and Edwards fit the bill with his journalistic background at the San Jose Mercury News, the newspaper of Silicon Valley. It was a change of pace for Edwards, to say the least, and put him in a unique position to interact with and observe the staff as Google began its rocket ride to the top. In entertaining, self-deprecating style, he tells his story of participating in this moment of business and technology history, giving readers a chance to fully experience the bizarre mix of camaraderie and competition at this phenomenal company. Edwards, Google's first director of marketing and brand management, describes the idiosyncratic Page and Brin,

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the evolution of the famously nonhierarchical structure in which every employee finds a problem to tackle and works independently, the races to develop and implement each new feature, and the many ideas that never came to pass. I'm Feeling Lucky reveals what it's like to be "indeed lucky, sort of an accidental millionaire, a reluctant bystander in a sea of computer geniuses who changed the world. This is a rare look at what happened inside the building of the most important company of our time" (Seth Godin, author of Linchpin). "An affectionate, compulsively readable recounting of the early years (1999–2005) of Google . . . This lively, thoughtful business memoir is more entertaining than it really has

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any right to be, and should be required reading for startup aficionados.” —Publishers Weekly, starred review “Edwards recounts Google’s stumbles and rise with verve and humor and a generosity of spirit. He kept me turning the pages of this engrossing tale.” —Ken Auletta, author of Greed and Glory on Wall Street “Funny, revealing, and instructive, with an insider’s perspective I hadn’t seen anywhere before. I thought I had followed the Google story closely, but I realized how much I’d missed after reading—and enjoying—this book.” —James Fallows, author of China Airborne

The real story of what it takes to risk it all and go for broke. Conventional wisdom says most startups need

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to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in *Startupland*, the story of founding Zendesk was anything but conventional. Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel

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across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success. Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—Startupland removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look

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for people who aren't offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all. While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. Startupland is indispensable reading for

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allentrepreneurs who want to make their ideas the next big thing. Thebook will inspire and empower you to follow your own dream andcreate your own story.

So much to read, so little time? This brief overview of The Upstarts tells you what you need to know—before or after you read Brad Stone’s book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World includes: Chapter-by-chapter overviews Character profiles Detailed timeline of events Important quotes Fascinating trivia Glossary of

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terms Supporting material to enhance your understanding of the original work About The Upstarts by Brad Stone: Brad Stone's The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World is a detailed account of the founding of Uber and Airbnb, as well as each company's climb from small startup to transportation and hospitality powerhouse. The Upstarts provides insight into the early lives of entrepreneurs Travis Kalanick and Brian Chesky, including their forays into new business ventures, some successful, most of them not. Stone points out the amazing parallels between the two tech companies as they fight for startup capital,

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wrestle to find the right framework for their products and organizations, and bring in the talent and technology needed to support those offerings. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

The Launch Pad

Rediscovering Americanism

The Airbnb Story

The Seventh Sense

And the Tyranny of Progressivism

Inside Y Combinator

What to Make When You're Feeling Blue

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The Epic Disruption of the Ad Business (and Everything Else)

"This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of The Nudist on the Late Shift and NurtureShock A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google

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and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, Valley of

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Genius takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

NEW YORK TIMES BESTSELLER WASHINGTON POST BESTSELLER Winner of the getAbstract 17th International Book Award "The Seventh Sense is a

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concept every businessman, diplomat, or student should aspire to master--a powerful idea, backed by stories and figures that will be impossible to forget." -- Walter Isaacson, author of *Steve Jobs* and *Leonardo da Vinci*

Endless terror. Refugee waves. An unfixable global economy. Surprising election results. New billion-dollar fortunes. Miracle medical advances. What if they were all connected? What if you could understand why? *The Seventh Sense* is the story of what all of today's successful figures see and feel: the forces that are invisible to most of us but explain everything from explosive technological change to

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uneasy political ripples. The secret to power now is understanding our new age of networks. Not merely the Internet, but also webs of trade, finance, and even DNA. Based on his years of advising generals, CEOs, and politicians, Ramo takes us into the opaque heart of our world's rapidly connected systems and teaches us what the losers are not yet seeing--and what the victors of this age already know.

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-

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kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers

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and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and

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rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven

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results.

We've gone from regarding the Net as something exotic to something that we take for granted, like mains electricity or running water. Yet most people have no idea how the network functions, nor any conception of its architecture; and few can explain why it has been - and continues to be - so uniquely disruptive in social, economic and cultural contexts. John Naughton has been thinking, arguing, lecturing and writing about the Net for over two and a half decades, and in FROM GUTENBERG TO ZUCKERBERG he distills the noisy chatter

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surrounding the internet's relentless evolution into nine clear-sighted and accessible areas of understanding. FROM GUTENBERG TO ZUCKERBERG gives you the requisite knowledge to make better use of the technologies and networks around and raises important questions, as exciting as they are unsettling, about the future of the Net and the impact it will have on our lives.

Gates

Psyched Up

Real Leaders Don't Follow

The Network Imperative

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Googled

A Very Short Introduction

Jeff Bezos and the Invention of a Global Empire

Everything You Need to Know about Driving for

Uber, Lyft, and Other Ridesharing Companies

Gates reveals the guiding genius behind the unparalleled success of the Microsoft Corporation-- the biggest and most profitable personal computer software company in history-- and exposes the intensely competitive tactics that help it dominate the desktops of America. Chairman and co-founder of Microsoft, Bill Gates is the most powerful person in the computer industry and the youngest self-made billionaire in history. His company's DOS and Windows programs are such

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universal standards that more than nine out of ten personal computers depend on Microsoft software. Under the "Microsoft Everywhere" rallying cry, Gates intends to expand his company's worldwide dominance to office equipment, communications, and home entertainment. Vivid and definitive, Gates details the behind the scenes history of the personal computer industry and its movers and shakers, from Apple to IBM, from Steve Jobs to Ross Perot. Uncovering the inside stories of the bitter battle for control of the expanding personal computing market, Gates is a bracing, comprehensive portrait of the industry, the company, and the man-- and what they mean for a future where software is everything.

I know something about you without knowing you. I bet you

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spend A LOT of time in your head. You know, thinking, worrying, stressing, freaking out -- call it whatever you want. I call it a preoccupied mind. And with what? 99% of your thoughts are useless. William James, once the leading psychologist in America, and one of the founders of the philosophical school of pragmatism, put it best: "A great many people think they are thinking when they are merely rearranging their prejudices." Pragmatism believes that the mind is a tool. Your mind should work for you, not against you. People who don't master their mind, don't believe it's possible. They say: "I can't help but thinking these things." Well, you can TAKE CONTROL of your mind with enough practice. I've done it. And in THINK STRAIGHT, I share exactly how. It's a quick read and you can use it to

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immediately to improve your thinking. You have the ability to decide what you think. Or, you can choose NOT to think. And that is one of the most important and most practical things you can learn in life. Before I learned that skill, I would spend hours and hours inside my head. Just think about how much you think. - "I wonder what my boss thinks?" - "What happens if I screw up and lose my job?" - "What if my business never takes off?" - "Does she love me?" - "Why does my life suck?" - "What if I get cancer?" - "I can't finish anything. What's wrong with me? And the list goes on. THINK STRAIGHT reveals the recipe for taking control of your mind so you can improve your life, career, relationships, business. I wrote this little book in a way that you can read it more than once. And I hope that this book serves as an anchor to you--especially

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during trying times. The mind is the most powerful tool on earth. Change the way you think. And you'll change your life. "In the grand tradition of Ben Mezrich's *The Accidental Billionaires* (2009)... an engaging look into a fascinating subculture of millions." —Booklist "Breezy...How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." —Wall Street Journal The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy

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stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In *How to Turn Down a Billion Dollars*, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had sent. After an epic feud between best friends, Brown lost his stake in the company, while Spiegel has gone on to make a name for himself as a visionary—if ruthless—CEO worth billions, linked to celebrities like Taylor Swift and his wife, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company's founding trio, Gallagher has covered Snapchat

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from the start. He brings unique access to a company Bloomberg Business called “a cipher in the Silicon Valley technology community.” Gallagher offers insight into challenges Snapchat faces as it transitions from a playful app to one of the tech industry’s preeminent public companies. In the tradition of great business narratives, How to Turn Down a Billion Dollars offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

“A hair-raising account of a Barbie Dreamhouse-size Jarndyce and Jarndyce.”—Jill Lepore, The New Yorker This provocative work spotlights the legal battles between behemoth Mattel and audacious MGA over incredibly successful toys and the ownership of an idea. Law professor

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Orly Lobel deeply researched this riveting story, interviewing those involved, to draw attention to the contentious debate over creativity and intellectual property. She also explores female images and how we market cultural icons, from the doll that inspired all-American Barbie to the defiant, anti-establishment Bratz—the only doll to outsell Barbie in any year.

Summary and Analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley are Changing the World

The Upstarts

Silicon Valley's Coming of Age

iLeadership for a New Generation

The Rideshare Guide

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The End of the World As We Know It

Startupland

How Today's Fastest-Growing Companies Drive Breakout Success

For women entrepreneurs (and anyone sick of the status quo), this smart, unapologetic collection delivers fifty proven hacks to leapfrog over obstacles and succeed in business. "A must-read for any woman who has a great idea and the nagging thought that doors are closed to her; Molina Niño helps to blow them open."--Publishers Weekly Think the most critical factor for becoming a great entrepreneur is grit, risk-taking, or

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technical skills? Think again. Despite what every other business book might say, historical data show the real secret ingredients to getting ahead in business are being rich, white, and male. Until now. Leapfrog is the decades-overdue startup bible for the rest of us. It's filled with uncompromising guidance for winning at business, your way. Leapfrog is for entrepreneurs of all stripes who are fed up with status quo advice--the kind that assumes you have rich friends and family and a public relations team. Refreshingly frank and witty, author Nathalie Molina Niño is a serial tech

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entrepreneur, the founder and CEO of BRAVA Investments, and a proud daughter of Latinx immigrants. While teaching budding entrepreneurs at Barnard College at Columbia University and searching the globe for investment-worthy startups, she has met or advised thousands of entrepreneurs who've gone from zero to scalable business. Here she shares their best secrets in the form of fifty "leapfrogs"--clever loopholes and shortcuts to outsmart, jump over, or straight up annihilate the seemingly intractable hurdles facing entrepreneurs who don't have family money, cultural capital, or

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connections.

Are you tired of self-help books telling you what to do with your life? What to think? How to feel? How to fix yourself? Have you had it with trying to follow someone else's expert advice? Haven't you been told what to do long enough? That's not self-help. That's just more conformity. THISday is like no other book of self-discovery. You'll witness one man's journey to newfound enlightenment and see a better life reborn from the broken words of human fragility and vulnerability to the powerful beliefs of a venerable man. While no two journeys are ever alike, by

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reading Philip Gabbards essays, you will find new paths and possibilities for your pursuit of personal growth. THISday is a collection of lived experiences that will change your moments, your days, weeks, months, and years, into a new life that awakens and frees you from the culture of conformity: Do the stories you tell define you? Damn right they do! If we wander, get lost, and question our enlightenment, are we still on the right path? Is the hardest thing about enlightenment the fact that hypocrisy hates confrontation? As we unlearn our attachment to fear, we can re-script our words and find

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brave ways to think, and feel, and believe in our higher connectedness. In THISday we find powerful ways by which to thrive along our path of enlightenment and to discover the words that may complete our story.

"The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses the world has ever seen."

-San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work—we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the

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most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it threatens to drown media institutions, and where it's taking us next. In the early nineties, a visionary special-effects guru named Marc Thorpe conjured a field of dreams different from any the world had seen before: It would be framed by

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unbreakable plastic instead of cornstalks; populated not by ghostly ballplayers but by remote-controlled robots, armed to the steely teeth, fighting in a booby-trapped ring. If you built it, they'd come all right.... In Gearheads, Newsweek technology correspondent Brad Stone examines the history of robotic sports, from their cultish early years at universities and sci-fi conventions to today's televised extravaganzas -- and the turmoil that threatened the whole enterprise almost from the beginning. By turns a lively historical narrative, a legal thriller, and an exploration of a cultural and

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technological phenomenon, Gearheads is a funny and fascinating look at the sport of the future today.

Service Quality Management in Hospitality, Tourism, and Leisure

Power, Fortune, and Survival in the Age of Networks

The Hidden DNA of Amazon, Apple, Facebook, and Google

Inside Uber's Quest for World Domination