

Business Adventures Otto Storie Classiche Dal Mondo Delleconomia

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Economía

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The Go-Go Years "The Go-Go Years is not to be read in the usual manner of Wall Street classics. You do not read this book to see our present situation reenacted in the past, with only the names changed. You read it because it is a wonderful description of the way things were in a different time and place." --From the Foreword by Michael Lewis The Go-Go Years is the harrowing and humorous story of the growth stocks of the 1960s and how their meteoric rise caused a multitude of small investors to thrive until the devastating market crashes in the 1970s. It was a time when greed drove the market and fast money was being made and lost as the "go-go" stocks surged and plunged. Included are the stories of such high-profile personalities as H. Ross Perot who lost \$450 million in one day, Saul Steinberg's attempt to take over Chemical Bank, and the fall of America's "Last Gatsby," Eddie Gilbert. Praise for The Go-Go Years "Those for whom the stock market is mostly a spectator sport will relish the book's verve, color, and memorable one-liners." --New York Review of Books "Please don't take The Go-Go Years too much for granted: as effortlessly as it seems to fly, it is nonetheless an unusually complex and thoughtful work of social history." --New York Times "Brooks's great contribution is his synthesis of all the elements that made the 1960s the most volatile in Wall Street history . and making so much material easily digestible for the uninitiated." --Publishers Weekly "Brooks is about the only writer around who combines a thorough knowledge of finance with the ability to perceive behind the dance of numbers 'high, pure, moral melodrama on the themes of possession, domination, and belonging.'" --Time

The Wizards of Wall Street

Business Adventures

The Art of Being Unreasonable

Paul Collier's *The Bottom Billion* was greeted as groundbreaking when it appeared in 2007, winning the Estoril Distinguished Book Prize, the Arthur Ross Book Award, and the Lionel Gelber Prize. Now, in *The Plundered Planet*, Collier builds upon his renowned work on developing countries and the world's poorest populations to confront the global mismanagement of natural resources. Proper stewardship of natural assets and liabilities is a matter of planetary urgency: natural resources have the potential either to transform the poorest countries or to tear them apart, while the carbon emissions and agricultural follies of the developed world could further impoverish them. *The Plundered Planet* charts a course between unchecked profiteering on the one hand and environmental romanticism on the other to offer realistic and sustainable solutions to dauntingly complex issues. Grounded in a belief in the power of informed citizens, Collier proposes a series of international standards that would help poor countries rich in natural assets better manage

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those resources, policy changes that would raise world food supply, and a clear-headed approach to climate change that acknowledges the benefits of industrialization while addressing the need for alternatives to carbon trading. Revealing how all of these forces interconnect, *The Plundered Planet* charts a way forward to avoid the mismanagement of the natural world that threatens our future.

Diary of a Professional Commodity Trader

Plain speaking has never held Peter Hargreaves back. In this candid and outspoken book, the multi-millionaire founder of investment company Hargreaves Lansdown tells the story behind its extraordinary success and gives his forthright views on what it takes to be successful as an entrepreneur and as an investor. Starting from his spare bedroom with a single phone and borrowed office equipment, Peter and his business partner Stephen Lansdown set out to build a business that would consciously be different from that of all their competitors. They have held fast to their unconventional ways ever since, regularly turning the company's strategy and business model upside down in their relentless effort to give their clients the best information, the best prices and the best service. Widely recognised as the number one firm in their business, Hargreaves Lansdown was floated on the London stock market in 2007, valued at 800 million. *In For A Penny* is a must read for anyone who wants to understand how the investment business works, what's

wrong with conventional management wisdom and what's right about the true meaning of entrepreneurship.

John Bogle on Investing

At noon, on September 16, 1920, a horrendous explosion rocked Wall Street, instantly claiming the lives of thirty pedestrians and seriously injuring hundreds more. Yet, for all of its awesome force, that bomb was a firecracker compared to another, much more spectacular one, several years later - the great stock market crash of 1929. Once in Golconda is a dramatic chronicle of the breath-taking rise, devastating fall, and painstaking rebirth of Wall Street in the years between the wars. Focusing on the lives and fortunes of some of the era's most memorable traders, bankers, boosters, and frauds, John Brooks brings to vivid life all the ruthlessness, greed, and reckless euphoria of the '20s bull market, the desperation of the days leading up to the crash of '29, and the bitterness of the years that followed. Writing with authority, verve, and considerable humour, Brooks introduces us to a bygone world in which the likes of Junius Morgan and fellow members of the Yankee "aristocracy" jealously controlled Wall Street as if it were their private hunting preserve. At the centre of this colourful whirlwind of a tale is the magnificently hubristic Richard Whitney. The story of his rise to the presidency of the New York Stock Exchange and his eventual downfall and imprisonment for stock fraud and embezzlement characterizes the play of monumental forces that

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transformed Wall Street from WASP Camelot to public institution. Though it was first published in 1969, this riveting tale explores timeless themes of profound significance for today's investors - from the corruption that led to the creation of today's securities laws to the folly of investor hubris in a bull market. 'A fast-moving, sophisticated account . . . embracing the stock-market boom of the twenties, the crash of 1929, the Depression, and the coming of the New Deal. Its leitmotif is the truly tragic personal history of Richard Whitney, the aristocrat Morgan broker and head of the Stock Exchange, who ended up in Sing Sing.' Edmund Wilson, writing in the New Yorker

An American Business Adventure; The Story of Henry A. Dix

Today, time is the cutting edge. In fact, as a strategic weapon, contend George Stalk, Jr., and Thomas M. Hout, time is the equivalent of money, productivity, quality, even innovation. In this path-breaking book based upon ten years of research, the authors argue that the ways leading companies manage time—in production, in new product development, and in sales and distribution—represent the most powerful new sources of competitive advantage. With many detailed examples from companies that have put time-based strategies in place, such as Federal Express, Ford, Milliken, Honda, Deere, Toyota, Sun Microsystems, Wal-Mart, Citicorp, Harley-Davidson, and Mitsubishi, the authors describe exactly how reducing elapsed time can make the critical difference between success and

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failure. Give customers what they want when they want it, or the competition will. Time-based companies are offering greater varieties of products and services, at lower costs, and with quicker delivery times than their more pedestrian competitors. Moreover, the authors show that by refocusing their organizations on responsiveness, companies are discovering that long-held assumptions about the behavior of costs and customers are not true: Costs do not increase when lead times are reduced; they decline. Costs do not increase with greater investment in quality; they decrease. Costs do not go up when product variety is increased and response time is decreased; they go down. And contrary to a commonly held belief that customer demand would be only marginally improved by expanded product choice and better responsiveness, the authors show that the actual results have been an explosion in the demand for the product or service of a time-sensitive competitor, in most cases catapulting it into the most profitable segments of its markets. With persuasive evidence, Stalk and Hout document that time consumption, like cost, is quantifiable and therefore manageable. Today's new-generation companies recognize time as the fourth dimension of competitiveness and, as a result, operate with flexible manufacturing and rapid-response systems, and place extraordinary emphasis on R&D and innovation. Factories are close to the customers they serve. Organizations are structured to produce fast responses rather than low costs and control. Companies concentrate on reducing if not eliminating delays and using their response advantage to attract the most profitable customers. Stalk and Hout conclude that virtually all businesses can use

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time as a competitive weapon. In industry after industry, they illustrate the processes involved in becoming a time-based competitor and the ways managers can open and sustain a significant advantage over the competition.

Roast Beef Medium

The Arabic Book

"I'll tell you how to get rich. Close the door. Be careful when others are greedy. Be greedy when others are cautious" Warren Buffett. For the first time a monograph is dedicated entirely to the psychological, strategic and operational aspect of a man who has managed to accumulate a fabulous fortune, beating the market year after year for such a long period of time that it does not seem real. Thinking and investing like Warren Buffett can finally open the doors to a world as spectacular as it is elusive. In this book you'll quickly learn the theoretical basics, anecdotes and techniques to intelligently buy your investments, create protection against speculative market movements.

Professors, Physicians and Practices in the History of Medicine

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This volume collects the proceedings of the final conference of the European project EAGLE (Europeana network of Ancient Greek and Latin Epigraphy), held at the Sapienza University of Rome on January 28-30th 2016.

Built to Last

Drawn from forty years of experience, an authoritative guide to garden design, filled with lively text, magnificent full-color photographs, and annotated sketches, shows how to transform any garden into a creative masterpiece.

Developing an Investment Philosophy

Contemporary developments in the book publishing industry are changing the system as we know it. Changes in established understandings of authorship and readership are leading to new business models in line with the postulates of Web 2.0. Socially networked authorship, book production and reading are among the social and discursive practices starting to define this emerging system. Websites offering socially networked, collaborative and shared reading are increasingly important. Social Reading maps socially networked reading within the larger framework of a changing conception of books and reading. This book is structured into chapters covering topics in: social reading and a new conception of the book;

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an evaluation of social reading platforms; an analysis of social reading applications; the personalization of system contents; reading in the Cloud and the development of new business models; and Open Access e-books. Discusses social reading as an emerging tendency involving authors, readers, librarians, publishers, and other industry professionals Describes how the way we read is changing Presents ways in which the major players in the digital content industry are developing specific applications to foster socially networked reading

The Games Players

Get fifty years of industry-defining expertise in a single volume John Bogle on Investing is a compilation of the best speeches ever delivered by one of the 20th century's towering financial giants. Individually, each of these speeches delivers a powerful lesson in investing; taken together, Bogle's lifelong themes ring loud and clear. His investing philosophy has remained more or less constant throughout his illustrious career, and this book lays it out so you can learn from the very best. You'll learn what makes a successful investment strategy, consider the productive economics of long-term investing, and how emotional investment in financial markets is often counterproductive enough to forfeit success. Bogle discusses the "fiscal drag" of investing, and shows you how to cut down on sales charges, management fees, turnover costs, and opportunity costs, as he unravels a lifetime's worth of expertise to give you deep insight into the mind of a master at

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work. John C. Bogle founded Vanguard in 1974, then in the space of a few years, introduced the index mutual fund, pioneered the no-load mutual fund, and redefined bond fund management. This book wraps up the essence of his half-century of knowledge to deepen your understanding and enhance your investment success. Learn why simple strategies are best Discover how emotions can ruin the best investment plan Examine the universality of indexing in the financial markets Minimize the costs — financial and otherwise — associated with investing John Bogle is still in there fighting, still pushing the industry onward and upward. Take this rare opportunity to have industry-shaping expertise at your fingertips with John Bogle on Investing.

Think and invest like Warren Buffett

Once in Golconda

Unorthodox success principles from a billionaire entrepreneur and philanthropist Eli Broad's embrace of "unreasonable thinking" has helped him build two Fortune 500 companies, amass personal billions, and use his wealth to create a new approach to philanthropy. He has helped to fund scientific research institutes, K-12 education reform, and some of the world's greatest contemporary art museums. By contrast,

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"reasonable" people come up with all the reasons something new and different can't be done, because, after all, no one else has done it that way. This book shares the "unreasonable" principles—from negotiating to risk-taking, from investing to hiring—that have made Eli Broad such a success. Broad helped to create the Frank Gehry-designed Walt Disney Concert Hall, the Museum of Contemporary Art, the Broad Contemporary Art Museum at the Los Angeles County Museum of Art, and The Broad, a new museum being built in downtown Los Angeles His investing approach to philanthropy has led to the creation of scientific and medical research centers in the fields of genomic medicine and stem cell research At his alma mater, Michigan State University, he endowed a full-time M.B.A. program, and he and his wife have funded a new contemporary art museum on campus to serve the broader region Eli Broad is the founder of two Fortune 500 companies: KB Home and SunAmerica If you're stuck doing what reasonable people do—and not getting anywhere—let Eli Broad show you how to be unreasonable, and see how far your next endeavor can go.

Garden Masterclass

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Playing for Keeps

Fourth-grade superhero Jo Schmo doesn't know that a crime wave is about to hit her city. She's too busy learning new superhero skills, like shape-shifting. Only it doesn't seem to be going very well: what bad guy is scared of a superhero that looks like a frizzy-haired teacher? But Jo and her loyal doggy sidekick, Raymond, know they have to stop the villainous Numb Skull before the crime wave builds into full-on crime tsunami. And if that means Jo has to risk shape-shifting into a freckled monster, then that's just what she'll do!

Life Is What You Make It

“Business Adventures remains the best business book I've ever read.” —Bill Gates,

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The Wall Street Journal What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. Longtime New Yorker contributor John Brooks's insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history repeats itself. Five additional stories on equally fascinating subjects round out this wonderful collection that will both entertain and inform readers . . . Business Adventures is truly financial journalism at its liveliest and best.

Digital and Traditional Epigraphy in Context

This book is the first that describes the practices of any stock exchange; it makes evident a high development of practices, with puts, calls, pools, and manipulations; and it appeared as early as the seventeenth century. Not inappropriately the stock exchange described is that of Amsterdam, a city which at the date of the volume's

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publication —1688 — was still the leading financial center of the world. The book, to be sure, is hardly a systematic account of the institution; the author pursued moral, philosophical, and rhetorical objectives, and, while saying a lot that seems now to be of little value, manages somehow to leave unsaid a great deal that would be of interest for us. Nevertheless, it represents, even in its peculiar form, a really important source of information about the stock exchange, and indeed about the Dutch business world of that period.

Social Reading

An internationally recognized research psychologist and computer educator analyzes the stresses associated with today's perpetually connected world, counseling readers on how to make positive use of technology while avoiding related disorders. 40,000 first printing.

Shifty Business

John Brooks writing turns potentially eye-glazing topics (e.g., price-fixing scandals in the industrial electronics market) into rollicking narratives. He's also funnyHe tells entertaining stories replete with richly drawn characters, setting them during heightened moments within the world of commerce.

The Go-Go Years

It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

Business adventures. Otto storie classiche dal mondo dell'economia

The Pulitzer Prize-winning journalist looks at the life and times of the Chicago Bulls superstar— “The best Jordan book so far” (The Washington Post). One of sport’s biggest superstars, Michael Jordan is more than an internationally renowned athlete. As illuminated through David Halberstam’s trademark balance of impeccable research and fascinating storytelling, Jordan symbolizes the apex of the National Basketball Association’s coming of age. Long before multimillion-dollar signings and lucrative endorsements, NBA players worked in relative obscurity, with most games woefully unattended and rarely broadcast on television. Then came Larry Bird and Magic Johnson, Jordan’s two great predecessors, and the game’s status changed. The new era capitalized on Jordan’s talent, will power, and unrivaled competitiveness. In *Playing for Keeps*, Halberstam is at his investigative best, delving into Jordan’s expansive world of teammates and coaches. The result

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is a gripping story of the athlete and media powerhouse who changed a game forever. This ebook features an extended biography of David Halberstam.

Competing Against Time

Confusion de Confusiones [1688]

This long-awaited translation of Johannes Pedersen's Danish work Den Arabiske Bog (1946) describes in vivid detail the production of books in medieval Islam, and outlines the role of literature and scholarship in Islamic society. Originally published in 1984. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

Garden Design Workbook

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The Outsider is a no-holds-barred memoir by the original bad boy of tennis, Jimmy Connors. Connors ignited the tennis boom in the 1970s with his aggressive style of play, turning his matches with John McEnroe, Bjorn Borg, and Ivan Lendl into prizefights. But it was his prolonged dedication to his craft that won him the public's adoration. He capped off one of the most remarkable runs in tennis history at the age of 39 when he reached the semifinals of the 1991 U.S. Open, competing against players half his age. More than just the story of a tennis champion, The Outsider is the uncensored account of Connors' life, from his complicated relationship with his formidable mother and his storybook romance with tennis legend Chris Evert, to his battles with gambling and fidelity that threatened to derail his career and his long-lasting marriage to Playboy playmate Patti McGuire. When he retired from tennis twenty years ago, Connors all but disappeared from public view. In The Outsider, he is back at the top of his game, and as feisty, outspoken, and defiant as ever. This autobiography includes original color photographs from the author.

Boyhood with Gurdjieff

The work of Nizami Ganjavi, a classical poet of the twelfth century, is fueling new cultural debate in Iran in recent years. The dominant discourse encourages the reading of the texts in light of biographical or theological conventions and religious motives. These essays explore Nizami's influential role and his portrayal of issues

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related to love, women, and science, stressing his preoccupation with the art of speech as a major impetus behind his literary activity.

In for a Penny

A comprehensive and practical course teaching Italian-English translation skills, this text focuses on ways of improving translation quality and also gives clear definitions of translation theories. The book also includes original texts from a range of sources.

The Outsiders

If you want to go in one direction, the best route may involve going in another. This is the concept of 'obliquity': paradoxical as it sounds, many goals are more likely to be achieved when pursued indirectly. The richest men and women are not the most materialistic; the happiest people are not necessarily those who focus on happiness, and the most profitable companies are not always the most profit-oriented as the recent financial crisis showed us. Whether overcoming geographical obstacles, winning decisive battles or meeting sales targets, history shows that oblique approaches are the most successful, especially in difficult terrain. John Kay applies his provocative, universal theory to everything from

international business to town planning and from football to managing forest fire.

IDisorder: Understanding Our Obsession with Technology and Overcoming Its Hold on Us

The Plundered Planet

Trading is generally far more difficult in practice than in theory. The reality is that no trade set up or individual trader or system can identify profitable trades in advance with complete certainty. In *A Year of Trading*, long-time trader Peter Brandt reveals the anxieties and uncertainties of trading in a diary of his 2009 trades. He explains his thought process as he searches for trading opportunities and executes them. Each trade includes charts, an analysis of the trade, and a play-by-play account of how the trade unfolds.

The Warren Buffett Way, Third Edition (cancelled)

From composer, musician, philanthropist--and son of Warren Buffett--comes a warm, wise, and inspirational book that expounds on the strong set of values given to him by his trusting and broadminded mother, his industrious and talented

father, and the many life teachers he has met along the way.

Philosophy of Law: A Very Short Introduction

A collection of true stories about money, the stock market, and high finance from the Gerald Loeb Award-winning “unbelievable business writer” (Bill Gates). For decades, author and New Yorker staff writer John Brooks was renowned for his keen intelligence, in-depth knowledge, and uniquely engaging approach to the dramas and personalities of the financial and business worlds. With a style of prose that “turns potentially eye-glazing topics . . . into rollicking narratives,” Brooks proved that even the bottom line can be moving, hilarious, and infuriating all at once (Slate). Here are three of his most fascinating works, which still resonate today. *Business Adventures*: This collection of entertaining short features is a brilliant example of Brooks’s talents, covering subjects such as the Edsel disaster, the rise of Xerox, and how corruption may be an irreparable part of the corporate world. “Brooks’s deeper insights about business are just as relevant today as they were back then.” —Bill Gates, *The Wall Street Journal* *Once in Golconda*: An incisively examined chronicle of the euphoric financial climb of the twenties, the ruinous stock market crash of 1929, and the unbelievable hardship and suffering that followed in its wake. “Brooks is truly willing to give up his own views to get inside the mind of all his subjects.” —National Review *The Go-Go Years*: A humorous look at the staggering “go-go” growth of the 1960s stock market and

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the ensuing crashes of the 1970s in which fortunes were made overnight and lost even faster. “An unusually complex and thoughtful work of social history.” —The New York Times

With Eyes and Ears Open: The Role of Visitors in the Society of Jesus

The concept of law lies at the heart of our social and political life. Legal philosophy, or jurisprudence, explores the notion of law and its role in society, illuminating its meaning and its relation to the universal questions of justice, rights, and morality. In this Very Short Introduction Raymond Wacks analyses the nature and purpose of the legal system, and the practice by courts, lawyers, and judges. Wacks reveals the intriguing and challenging nature of legal philosophy with clarity and enthusiasm, providing an enlightening guide to the central questions of legal theory. In this revised edition Wacks makes a number of updates including new material on legal realism, changes to the approach to the analysis of law and legal theory, and updates to historical and anthropological jurisprudence. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and

challenging topics highly readable.

Brewing Up a Business

This book presents essays by eminent scholars from across the history of medicine, early science and European history, including those expert on the history of the book. The volume honors Professor Nancy Siraisi and reflects the impact that Siraisi's scholarship has had on a range of fields. Contributions address several topics ranging from the medical provenance of biblical commentary to the early modern emergence of pathological medicine. Along the way, readers may learn of the purchasing habits of physician-book collectors, the writing of history and the development of natural history. Modeling the interdisciplinary approaches championed by Siraisi, this volume attests to the enduring value of her scholarship while also highlighting critical areas of future research. Those with an interest in the history of science, the history of medicine and all related fields will find this work a stimulating and rewarding read.

The Poetry of Nizami Ganjavi

A collection of prayers from around the world, in such categories as "Children," "Animals," "The Sea," and "Songs & Celebrations."

The Outsider

A guide to garden design features twenty-one original plans illustrating various garden types and design solutions for individual problems

Obliquity

In *With Eyes and Ears Open: The Role of Visitors in the Society of Jesus*, twelve historians examine important visitations in the history of the Society. After a thorough investigation of the nature and role of the “visitor” in Jesuit rules and regulations, ten visitations of missions and provinces are considered.

Conservative Investors Sleep Well

THE IDEAL COMPANION TO THE WARREN BUFFETT WAY THIRD EDITION The Warren Buffett Way Workbook is the ideal complement to the Third Edition of The Warren Buffett Way—enabling you to review and reflect on how one of the greatest investors in history goes about his business. This comprehensive guide provides an invaluable opportunity to explore your understanding of the strategies and techniques covered in the main text, before integrating them into your own investment endeavors. The Workbook, which parallels the main book chapter by

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chapter, contains over 250 multiple-choice questions, with both answers and explanations of those answers, as well as over 200 essay exercises. Topics reviewed include: The basic set of principles, or tenets, that guide Buffett's investment decisions—whether he's buying a company outright or buying a piece of that business, in the form of shares of stock The focus investing style in which Buffett prefers to manage a portfolio How individuals from Benjamin Graham and Philip Fisher to Charlie Munger influenced the way Buffett sees investing The psychological challenges of managing a Warren Buffett portfolio as well as the role of patience in long-term investing And much more Also available, The Warren Buffett Way Video Course. Narrated by Robert Hagstrom, it effectively brings Buffett to life from both a professional and personal perspective.

Thinking Italian Translation

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras

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took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master

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blueprint for building organizations that will prosper long into the twenty-first century and beyond.

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