

## Business Adventures Twelve Classic Tales From The World Of Wall Street

The Great Leap  
The Startup Playbook  
Business Adventures  
Mustard Seeds, Shovels, & Mountains  
The Art of Being Unreasonable  
The Little Book of Currency Trading  
The Outsiders  
Twelve and Twelve in Acupuncture  
Tell Me Everything  
The Upstarts  
Brewing Up a Business  
The Power of Noticing  
The Adventures of Rusty  
The Man who Fed the World  
Life Is What You Make It  
The Fate of the Edsel and Other Business Adventures  
Unfinished Tales of Numenor and Middle-earth  
The Wizards of Wall Street  
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Breakpoint: Why the Web will implode, Search will be obsolete, and Everything Else you need to know about technology is in your brain  
Business Adventures  
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Earning It

### The Great Leap

A “must-read” (Booklist) from Harvard Business School Professor and Codirector of the Harvard Kennedy School’s Center for Public Leadership: A guide to making better decisions, noticing important information in the world around you, and improving leadership skills. Imagine your advantage in negotiations, decision-making, and leadership if you could teach yourself to see and evaluate information that others overlook. The Power of Noticing provides the blueprint for accomplishing precisely that. Max Bazerman, an expert in the field of applied behavioral psychology, draws on three decades of research and his experience instructing Harvard Business School MBAs and corporate executives to teach you how to notice and act on information that may not be immediately obvious. Drawing on a wealth of real-world examples and using many of the same case studies and thought experiments designed in his executive MBA classes, Bazerman challenges you to explore your cognitive blind spots, identify any salient details you are programmed to miss, and then take steps to ensure it won’t happen again. His book provides a step-by-step guide to breaking bad habits and spotting the hidden details that will change your decision-making and leadership skills for the better, teaching you to pay attention to what didn’t happen, acknowledge self-interest, invent the third choice, and realize that what you see is not all there is. While many bestselling business books have explained how susceptible to manipulation our irrational cognitive blind spots make us, Bazerman helps you avoid the habits that lead to poor decisions and ineffective leadership in the first place. With The Power of Noticing at your side, you can learn how to notice what others miss, make wiser decisions, and lead more successfully.

## The Startup Playbook

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, "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.

## Business Adventures

"If you're as interested in Japan as I am, I think you'll find that The Power to Compete is a smart and thought-provoking look at the future of a fascinating country." - Bill Gates, "5 Books to Read This Summer" Father and son – entrepreneur and economist – search for Japan's economic cure The Power to Compete tackles the issues central to the prosperity of Japan – and the world – in search of a cure for the "Japan Disease." As founder and CEO of Rakuten, one of the world's largest Internet companies, author Hiroshi Mikitani brings an entrepreneur's perspective to bear on the country's economic stagnation. Through a freewheeling and candid conversation with his economist father, Ryoichi Mikitani, the two examine the issues facing Japan, and explore possible roadmaps to revitalization. How can Japan overhaul its economy, education system, immigration, public infrastructure, and hold its own with China? Their ideas include applying business techniques like Key Performance Indicators to fix the economy, using information technology to cut government bureaucracy, and increasing the number of foreign firms with a head office in Japan. Readers gain rare insight into Japan's future, from both academic and practical perspectives on the inside. Mikitani argues that Japan's tendency to shun international frameworks and hide from global realities is the root of the problem, while Mikitani Sr.'s background as an international economist puts the issue in perspective for a well-rounded look at today's Japan. Examine the causes of Japan's endless economic stagnation Discover the current efforts underway to enhance Japan's competitiveness Learn how free market "Abenomics" affected Japan's economy long-term See Japan's issues from the perspective of an entrepreneur and an economist Japan's

malaise is seated in a number of economic, business, political, and cultural issues, and this book doesn't shy away from hot topics. More than a discussion of economics, this book is a conversation between father and son as they work through opposing perspectives to help their country find The Power to Compete.

### **Mustard Seeds, Shovels, & Mountains**

### **The Art of Being Unreasonable**

A New York Times Notable Book for 2011 A Boston Globe Best Fiction Book of 2011 The great panoramic social novel that Los Angeles deserves—a twenty-first century, West Coast Bonfire of the Vanities by the only writer qualified to capture the city in all its glory and complexity With The Barbarian Nurseries, Héctor Tobar gives our most misunderstood metropolis its great contemporary novel, taking us beyond the glimmer of Hollywood and deeper than camera-ready crime stories to reveal Southern California life as it really is, across its vast, sunshiny sprawl of classes, languages, dreams, and ambitions. Araceli is the live-in maid in the Torres-Thompson household—one of three Mexican employees in a Spanish-style house with lovely views of the Pacific. She has been responsible strictly for the cooking and cleaning, but the recession has hit, and suddenly Araceli is the last Mexican standing—unless you count Scott Torres, though you'd never suspect he was half Mexican but for his last name and an old family photo with central L.A. in the background. The financial pressure is causing the kind of fights that even Araceli knows the children shouldn't hear, and then one morning, after a particularly dramatic fight, Araceli wakes to an empty house—except for the two Torres-Thompson boys, little aliens she's never had to interact with before. Their parents are unreachable, and the only family member she knows of is Señor Torres, the subject of that old family photo. So she does the only thing she can think of and heads to the bus stop to seek out their grandfather. It will be an adventure, she tells the boys. If she only knew . . . With a precise eye for the telling detail and an unerring way with character, soaring brilliantly and seamlessly among a panorama of viewpoints, Tobar calls on all of his experience—as a novelist, a father, a journalist, a son of Guatemalan immigrants, and a native Angeleno—to deliver a novel as broad, as essential, as alive as the city itself.

### **The Little Book of Currency Trading**

Social media meets Amelie in this perfect romantic comedy from First Draft podcast creator and YA lit rising star Sarah Enni.

### **The Outsiders**

## **Twelve and Twelve in Acupuncture**

Reproduction of the original: Joseph Smith by B.H. Roberts

## **Tell Me Everything**

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

## **The Upstarts**

The Man Who Fed the World provides a loving and respectful portrait of one of America's greatest heroes. Nobel Peace Prize recipient for averting hunger and famine, Dr. Norman Borlang is credited with saving hundreds of millions of lives from starvation-more than any other person in history? Loved by millions around the world, Dr. Borlang is recognized as one of the most influential men of the twentieth century.

## **Brewing Up a Business**

Exploring the multimillion-dollar merger wars, the award-winning author analyzes the operations of the high-stakes merger game fueled by investment bankers on Wall Street

## **The Power of Noticing**

A retrospective collection of "Fortune" articles on Warren Buffett from the past half century places them in context and provides fresh commentary to offer insight into the influential investor's views on such topics as management, philanthropy, and public policy.

## **The Adventures of Rusty**

First published in 1936, One Thousand Ways to Make \$1000 is the long out-of-print book that Warren Buffett's biographers credit with shaping the legendary investor's business acumen and giving him his trademark appreciation of compound interest. After pulling a copy of One Thousand Ways off a library shelf at age eleven and devouring F.C. Minaker's plucky and practical business advice, Buffett declared that he would be a millionaire by the time he was 35. Written in the

immediate, conversational style of Dale Carnegie's *How to Win Friends and Influence People*, this book is full of inventive ideas on how to make money through excellent salesmanship, hard work, and resourcefulness. While some of the ideas may seem quaint today—goat dairying, manufacturing motor-driven chairs, and renting out billiard tables to local establishments are among the money-making ideas presented—the underlying fundamentals of business explained in these pages remain as solid as they were over seventy years ago. Covering a wide spectrum of topics including investing, marketing, merchandising, sales, customer relations, and raising money for charity, *One Thousand Ways to Make \$1000* is both a durable, classic business book and a fascinating portrait of determined entrepreneurship in Depression-era America. Every effort has been made to reproduce the content exactly as it was originally presented.

### **The Man who Fed the World**

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 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 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.

### **Life Is What You Make It**

The South African Special Forces achieved exceptional results with small groups of elite soldiers instead of larger, conventional teams. The Team Secret shows that the same principle applies in the business world – a small team has a much better chance of completing projects efficiently, on budget and on time. Teams, rather than individuals, form the DNA of many companies and they play a pivotal role in achieving strategic and financial success. Like Special Forces teams, they must function as a well-oiled machine firing on all cylinders. Koos Stadler tells in captivating detail about a real-life Special Forces operation and the lessons learnt about team dynamics and achieving the goal. His story, combined with anecdotes from Anton Burger’s experiences as a team leader in different work environments, show the many lessons the business world can take from the Special Forces. The book identifies the key characteristics of an effective team, how to select the right team members, how to inculcate an ethos centred around team principles and how an effective team should be led. It speaks to both team members and team leaders across all managerial levels – from a team leader in a call centre to a project manager or CEO. In short: To fast-track your business, shape up your teams!

### **The Fate of the Edsel and Other Business Adventures**

### **Unfinished Tales of Numenor and Middle-earth**

#1 NEW YORK TIMES BESTSELLER • A grand vision defined: The CEO of Disney, one of Time’s most influential people of 2019, shares the ideas and values he embraced to reinvent one of the most beloved companies in the world and inspire the people who bring the magic to life. Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company’s history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Twelve years later, Disney is the largest, most respected media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In The Ride of a Lifetime, Robert Iger shares the lessons he’s learned while running Disney and leading its 200,000 employees, and he explores the principles that are necessary for true leadership, including: • Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. • Courage. Leaders have to be willing to

take risks and place big bets. Fear of failure destroys creativity. • Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. • Fairness. Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives."

### **The Wizards of Wall Street**

Chanakya, the most powerful strategist of 4th Century BC, documented his ideas on leadership, in the Arthashastra. In the present book, the author simplifies these ageold formulae for success in today's corporate world. Corporate Chanakya on Leadership applies Chanakya's wisdom across a host of areas including power and the responsibilities of a leader, decision making, nurturing people, ethics in business, how to prepare for competition and all that a leader should avoid doing. Gain from this guide and discover the Chanakya in you...

### **The Team Secret**

A New York Times bestseller for twenty-one weeks upon publication, Unfinished Tales is a collection of narratives ranging in time from the Elder Days of Middle-earth to the end of the War of the Ring, and further relates events as told in The Silmarillion and The Lord of the Rings. The book concentrates on the lands of Middle-earth and comprises Gandalf's lively account of how he came to send the Dwarves to the celebrated party at Bag-End, the story of the emergence of the sea-god Ulmo before the eyes of Tuor on the coast of Beleriand, and an exact description of the military organization of the Riders of Rohan and the journey of the Black Riders during the hunt for the Ring. Unfinished Tales also contains the only surviving story about the long ages of Númenor before its downfall, and all that is known about the Five Wizards sent to Middle-earth as emissaries of the Valar, about the Seeing Stones known as the Palantiri, and about the legend of Amroth.

### **Business Adventures**

What can the human brain and its relationship to the internet tell us about our society, our technologies, and our businesses? A lot, as it turns out. The internet today is a virtual replica of the brain, and the networks that leverage it grow and collapse in ways that are easily predictable if you understand the brain and other biological networks. We're living in

the midst of a networking revolution. All of the major technology innovations of the 21st century – social networking, cloud computing, search engines, and crowdsourcing, to name a few – leverage the internet and are thus bound by the rules of networks. We've seen the exponential growth of these technologies, and they've led to a more efficient and tightly connected world. But what many people don't realize is that all networks eventually reach a breakpoint and collapse. This happens in the brain, it happens in nature, it happened to MySpace, and it will happen to Facebook and Google. It is critical to understand where the breakpoint is in the networks you use in order to achieve optimum success. Navigating the world of new technologies today can be like walking through a minefield unless you know the path. Imagine what you could do with a roadmap for where things are headed? In this fascinating look at the future of business and technology, neuroscientist and entrepreneur Jeff Stibel shows how the brain can act as a guide to understanding the future of the internet and the constellation of businesses and technologies that run on it. He'll show how leaders like Marissa Mayer are using artificial intelligence to literally remake Yahoo! and how startups like oDesk and Kickstarter are using crowdsourcing, the next wave of revolutionary technology, to create something much larger and "smarter" than the sum of their parts. Stibel offers a fresh perspective about the future of business and technology in a candid and engaging manner.

### **Tap Dancing to Work**

What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter—solution is simply to remain small? This book explains how to do just that. *Company of One* is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion. *Company of One* introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output, and more growth. In *Company of One*, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

### **Panic**

An accessible guide to trading the fast-moving foreign exchange market The foreign exchange market, or forex, was once dominated by global banks, hedge funds, and multinational corporations, but that has all changed with Internet technology and the advent of online forex brokers. Now, hundreds of thousands of traders and investors around the world can participate in this profitable field. Written by forex expert Kathy Lien, *The Little Book of Currency Trading* will show you how to effectively invest and trade in today's biggest market. Page by page, she describes the multitude of opportunities possible in the forex market, from short-term price swings to long-term trends, and details practical products that can help you achieve success, such as currency-based ETFs. Explains the forces that drive currencies and provides strategies to profit from them Reveals how you can use various currencies to reduce risk and take advantage of global trends Examines financial vehicles that can help you make money without having to monitor the market every day *The Little Book of Currency Trading* opens the world of currency trading and investing to anyone interested in entering this dynamic arena.

### **Competing Against Time**

An analysis of five financial upheavals in recent history includes coverage of the 1987 stock market crash, the internet bubble, and the current sub-prime mortgage crisis, in an anecdotal report that reveals how public knowledge differed from what was actually taking place. 100,000 first printing.

### **Joseph Smith**

J.F. (Jim) Straw began his business career when he was nine years old. Since then, his business activities have generated over \$500,000,000 in revenues. In his book *Mustard Seeds, Shovels, & Mountains*, Mr. Straw explains how he used what he calls "Physio-Psychic Power" to achieve such incredible success. If you learn nothing else from this book, learn that information only becomes knowledge when you use it and the information you have used or failed to use in the past is the reason you are where you are today. You can be your best friend—or your worst enemy. No one forces you to be what you are or do what you do (or don't do). What you have today is a direct result of what you did yesterday. What you will have tomorrow will be a direct result of what you do (or don't do) today. It's up to you...J.F. (Jim) Straw began his business career when he was nine years old. Since then, his business activities have generated over \$500,000,000 in revenues. In his book *Mustard Seeds, Shovels, & Mountains*, Mr. Straw explains how he used what he calls "Physio-Psychic Power" to achieve such incredible success. If you learn nothing else from this book, learn that information only becomes knowledge when you use it and the information you have used or failed to use in the past is the reason you are where you are today. You can be your best friend—or your worst enemy. No one forces you to be what you are or do what you do (or don't do). What you have today is a direct result of what you did yesterday. What you will have tomorrow will be a direct result of what you do (or don't do) today. It's up to you...

## **536 Puzzles and Curious Problems**

How much further should the affluent world push its material consumption? Does relative dematerialization lead to absolute decline in demand for materials? These and many other questions are discussed and answered in *Making the Modern World: Materials and Dematerialization*. Over the course of time, the modern world has become dependent on unprecedented flows of materials. Now even the most efficient production processes and the highest practical rates of recycling may not be enough to result in dematerialization rates that would be high enough to negate the rising demand for materials generated by continuing population growth and rising standards of living. This book explores the costs of this dependence and the potential for substantial dematerialization of modern economies. *Making the Modern World: Materials and Dematerialization* considers the principal materials used throughout history, from wood and stone, through to metals, alloys, plastics and silicon, describing their extraction and production.

## **The Barbarian Nurseries**

Rusty, the boy whose stories have charmed and entertained children for years, brings together his best adventures in one volume! From the time he was a boy living with his grandparents in Dehra, surrounded by an assortment of odd animals, people and relatives, to when he gets sent away to school, then makes his way to London and becomes a writer, Rusty's had more adventures than we can count. This omnibus edition contains his best, funniest, most exciting escapades. In these pages, there's Toto, the monkey that travelled in a bag on a train; an encounter with a leopard; life as a young writer in faraway London; and the return home to roots that were always loved and never forgotten. An evergreen classic of children's writing in India, *The Adventures of Rusty* will be enjoyed like never before.

## **The Perfectionists**

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 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

### **Making the Modern World: Materials and Dematerialization**

'The best business book I've ever read.' Bill Gates, Wall Street Journal 'The Michael Lewis of his day.' New York Times  
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. 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 really does repeat itself. This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging look into corporate and financial life in America.

### **The Go-Go Years**

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

### **One Thousand Ways to Make \$1000**

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.

### **The Games Players**

'The best business book I've ever read.' Bill Gates, Wall Street Journal 'The Michael Lewis of his day.' New York Times  
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. 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 really does repeat itself. This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging look into corporate and financial life in America.

### **The Ride of a Lifetime**

This compilation of long-inaccessible puzzles by a famous puzzle master offers challenges ranging from arithmetical and algebraical problems to those involving geometry, combinatorics, and topology, plus game, domino, and match puzzles. Includes answers.

### **The Takeover Game**

### **The Power to Compete**

More than fifty trailblazing executive women who broke the corporate glass ceiling offer inspiring and surprising insights and lessons in this essential, in-the-trenches career guide from Joann S. Lublin, a Pulitzer-Prize winning journalist and management news editor for The Wall Street Journal. Among the first female reporters at The Wall Street Journal, Joann S. Lublin faced a number of uphill battles in her career. She became deputy bureau chief of the Journal's important London bureau, its first run by women. Now, she and dozens of other women who successfully navigated the corporate battlefield share their valuable leadership lessons. Lublin combines her fascinating story with insightful tales from more than fifty women who reached the highest rungs of the corporate ladder—most of whom became chief executives of public companies—in industries as diverse as retailing, manufacturing, finance, high technology, publishing, advertising, automobiles, and pharmaceuticals. Leaders like Carly Fiorina, former CEO of Hewlett-Packard, as well as Mary Barra, CEO of General Motors, and Brenda Barnes, former CEO of Sara Lee, were the first women to run their huge employers. *Earning It* reveals obstacles such women faced as they fought to make their mark, choices they made, and battles they won—and lost. Lublin chronicles the major milestones and dilemmas of the work world unique to women, providing candid advice and

practical inspiration for women of all ages and at every stage of their careers. The extraordinary women we meet in the pages of *Earning It* and the hard-won lessons they share provide a compelling career compass that will help all women reach their highest potential without losing a meaningful personal life.

### **Corporate Chanakya on Leadership**

The revered New York Times bestselling author traces the development of technology from the Industrial Age to the Digital Age to explore the single component crucial to advancement—precision—in a superb history that is both an homage and a warning for our future. The rise of manufacturing could not have happened without an attention to precision. At the dawn of the Industrial Revolution in eighteenth-century England, standards of measurement were established, giving way to the development of machine tools—machines that make machines. Eventually, the application of precision tools and methods resulted in the creation and mass production of items from guns and glass to mirrors, lenses, and cameras—and eventually gave way to further breakthroughs, including gene splicing, microchips, and the Hadron Collider. Simon Winchester takes us back to origins of the Industrial Age, to England where he introduces the scientific minds that helped usher in modern production: John Wilkinson, Henry Maudslay, Joseph Bramah, Jesse Ramsden, and Joseph Whitworth. It was Thomas Jefferson who later exported their discoveries to the fledgling United States, setting the nation on its course to become a manufacturing titan. Winchester moves forward through time, to today's cutting-edge developments occurring around the world, from America to Western Europe to Asia. As he introduces the minds and methods that have changed the modern world, Winchester explores fundamental questions. Why is precision important? What are the different tools we use to measure it? Who has invented and perfected it? Has the pursuit of the ultra-precise in so many facets of human life blinded us to other things of equal value, such as an appreciation for the age-old traditions of craftsmanship, art, and high culture? Are we missing something that reflects the world as it is, rather than the world as we think we would wish it to be? And can the precise and the natural co-exist in society?

### **The Innovator's Dilemma**

Outlines the managerial decisions and leadership goals that guide a startup business to success, and provides tips and advice from the founders of such companies as Spanx, Zipcar, Flickr, Honest Tea, and LinkedIn.

### **Breakpoint: Why the Web will Implode, Search will be Obsolete, and Everything Else you Need to Know about Technology is in Your Brain**

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 presentsituation reenacted in the past, with only the names changed. Youread it because it is a wonderful description of the way thingswere in a different time and place." --From the Foreword by Michael Lewis The Go-Go Years is the harrowing and humorous story ofthe growth stocks of the 1960s and how their meteoric rise caused a multitude of small investors to thrive until the devastating marketcrashes in the 1970s. It was a time when greed drove the market andfast money was being made and lost as the "go-go" stocks surged andplunged. Included are the stories of such high-profilepersonalities as H. Ross Perot who lost \$450 million in one day,Saul Steinberg's attempt to take over Chemical Bank, and the fallof America's "Last Gatsby," Eddie Gilbert. Praise for The Go-Go Years "Those for whom the stock market is mostly a spectator sportwill relish the book's verve, color, and memorableone-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 unusuallycomplex and thoughtful work of social history." --New York Times "Brooks's great contribution is his synthesis of all theelements that made the 1960s the most volatile in Wall Streethistory . and making so much material easily digestible for theuninitiated." --Publishers Weekly "Brooks is about the only writer around who combines athorough knowledge of finance with the ability to perceive behindthe dance of numbers 'high, pure, moral melodrama on the themes ofpossession, domination, and belonging.'" --Time

### **Business Adventures**

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.

### **Company of One**

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

## **Earning It**

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 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.

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