

## Logiq Capital 2016 Logiq Asset Management

So You Want to Start a Hedge Fund Prenatal Diagnosis of Congenital Anomalies The Go-Go Years Merger Masters Mr. China Angel BNF for Children 2008 Quality Investing Capital Returns International Conference on Advancements of Medicine and Health Care through Technology; 12th - 15th October 2016, Cluj-Napoca, Romania The Shipping Man Side Effects Workforce Asset Management Book of Knowledge 100 Lunches with Strangers Fooling Some of the People All of the Time, A Long Short Story Let's Change Higher Education Forever A Piece of the Action Global Economic Co-operation Quality Shareholders Delusions of Grandeur Simple But Not Easy Partners in Preservation Dental Computing and Applications: Advanced Techniques for Clinical Dentistry The Missing Risk Premium The Watson Dynasty A Man for All Markets Pragmatic Capitalism Bad Pharma My Years With General Motors Endocarditis Obstetric Ultrasound The Frackers Invested Technology Management Human Smart Cities British National Formulary Dignity Rights When the Wolves Bite Am I Being Too Subtle? The Americana

### So You Want to Start a Hedge Fund

Described by the author as "a slightly autobiographical and heavily biased book about investing", Simple But Not Easy has plenty of interest to the experienced professional, and is aimed also at the interested amateur investor. The theme of the book is that investment is simpler than non-professionals think it is in that the rudiments can be expressed in ordinary English, and picked up by anybody. It is not a science. But investment is also difficult. People on the outside tend to think that anyone on the inside should be able to do better than the market indices. This is not so. Picking the managers who are likely to do better is a challenge. Richard Oldfield begins with a candid confession of some of his worst mistakes and what they have taught him. He discusses the different types of investment, why fees matter, and the importance of measuring performance properly. He also outlines what to look for, and what not to look for in an investment manager, when to fire a manager, and how to be a successful client.

### Prenatal Diagnosis of Congenital Anomalies

In 2002, Einhorn spoke publicly about Allied Capital--a leader in the private finance industry--presenting it as an excellent short opportunity. Einhorn describes the incredible events that followed his speech and how Allied and the investment community attacked him to protect the company--and its stock price. Informative and intriguing, "Fooling Some of the People All of the Time" details how the current environment on Wall Street--and the world of hedge funds in particular-- not only allows for such behavior, but how it protects the companies and attacks those who attempt to uncover them.--From

publisher's description.

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

This book is a leading source of paediatric drug information. Compiled with the advice of clinical experts, this book provides essential information for all healthcare professionals involved in the prescribing, dispensing, monitoring & administration of medicines to children. It encourages the safe, effective and appropriate use of medicines in the management of childhood conditions. Updated in print every twelve months, the BNFC reflects current best practice, as well as legal and professional guidelines relating to the use of medicines. The BNF is also available online as part of Medicines Complete, on PDA and on also CD-ROM for intranets. 70 per cent of healthcare professionals have become more aware of suitable medicines & treatments as a result of using BNFC. Whereas the 'standard' BNF deals with the use of medicines for individuals of all ages, BNFC is able to focus specifically on the use of medicines in children. This is important because children respond to ill health and drug treatment in a different way to adults. BNFC deals with the drug management of childhood conditions more extensively. Infantile spasms, acute asthma, pulmonary hypertension, congenital metabolic disorders, and paediatric emergencies are just a few examples of this. BNFC covers the drug treatment of rare childhood diseases such as type 2 diabetes whose incidence is increasing. BNFC provides more information on unlicensed use of medicines ranging from fluoxetine for childhood depression to levamisole for nephrotic syndrome. BNFC includes more guidance on specialist paediatric interventions, ranging from caffeine for neonatal apnoea to intravenous ibuprofen for closure of ductus arteriosus. BNFC includes details of those medicines that are used in children in a different way to adults. While nitrazepam may be used for infantile spasms in children, it is used as a hypnotic in adults. Administering medicines to children is a challenge in itself and so BNFC provides more practical advice on this. BNFC provides more space for clearer and more comprehensive presentation of paediatric doses including neonatal doses and makes special reference to the cautions, contra-indications, side-effects, and drug interactions of medicines used in children. BNFC includes algorithms for acute paediatric life support and nomograms for calculating body surface area. BNFC includes details of unlicensed medicines that can be imported, manufactured by 'special-order', or prepared extemporaneously. BNFC provides information on the drug management of conditions that are relevant to children. Parkinson's disease and dementia, for example, are dealt with by the BNF.

### **Merger Masters**

Traces the author's experiences as a mathematics wizard, author, inventor, hedge-fund manager, and card-counter who revealed casino-beating strategies, invented the first wearable computer, and launched a Wall Street revolution.

### **Mr. China**

The inside story of the clash of two of Wall Street's biggest, richest, toughest, most aggressive players--Carl Icahn and Bill Ackman--and Herbalife, the company caught in the middle With their billions of dollars and their business savvy, activist investors Carl Icahn and Bill Ackman have the ability to move markets with the flick of a wrist. But what happens when they run into the one thing in business they can't control: each other? This fast-paced book tells the story of the clash of these two titans over Herbalife, a nutritional supplement company whose business model Ackman questioned. Icahn decided to vouch for them, and the dispute became a years-long feud, complete with secret backroom deals, public accusations, billions of dollars in stock trades, and one dramatic insult war on live television. Wapner, who hosted that memorable TV show, has gained unprecedented access to all the players and unravels this remarkable war of egos, showing the extreme measures the participants were willing to take. When the Wolves Bite is both a rollicking business story and a cautionary tale about the power that lives in the hands of a precious few.

### **Angel**

Winner of the Helen Bernstein Award for Excellence in Journalism One of Business Week's "Ten Best Business Books of the Year" When it was published in 1994, A Piece of the Action was wildly acclaimed by Fortune, The Wall Street Journal, authors Michael Lewis and Brian Burroughs; it won the Helen Bernstein Prize and was a national bestseller. Joseph Nocera describes the historical process by which millions of middle class Americans went from being savers—people who kept their money in the bank, and spent it frugally—to being unrepentant borrowers and investors. A Piece of the Action is an important piece of financial and social history, and with a new introduction, Nocera's 2013 critique of the uses of the revolution is a powerful warning and admonition to understand what is at stake before we act, to look before we jump.

### **BNF for Children 2008**

The official study guide for the Workforce Management Technology Certification, containing core knowledge for time and labor management The worldwide standard for the time and labor management technology profession, Workforce Asset Management Book of Knowledge is the official guide to the Workforce Asset Management Certification. Establishing a common lexicon within the profession for talking about workforce management and systems, this essential guide is designed to establish a body of generally accepted and applicable practices and standards within the industry. Includes contributions from leaders in the field Covers everything from vendor and product selection, to implementation planning and execution, system design, testing and change control, financial analytics, fundamentals of scheduling people against workload and skill sets, and how to use these systems to manage labor costs and productivity Body of knowledge is focused

on workers and technologies for every industry and every type of employer Designed around timekeeping and labor scheduling technologies With contributions from leaders in the field, this book expertly covers the knowledge, practices, regulations, and technologies within the domain of workforce management systems. It provides the body of knowledge for managing a workforce using time and attendance systems, labor scheduling, productivity, staffing budgets, workforce software applications, or data, compensation and benefits for payroll and human resources.

### **Quality Investing**

Explores the importance of the global economy, and provides insights for getting the most out of investments to achieve financial success.

### **Capital Returns**

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

### **International Conference on Advancements of Medicine and Health Care through Technology; 12th - 15th October 2016, Cluj-Napoca, Romania**

Within the most recent discussion on smart cities and the way this vision is affecting urban changes and dynamics, this

book explores the interplay between planning and design both at the level of the design and planning domains' theories and practices. Urban transformation is widely recognized as a complex phenomenon, rich in uncertainty. It is the unpredictable consequence of complex interplay between urban forces (both top-down or bottom-up), urban resources (spatial, social, economic and infrastructural as well as political or cognitive) and transformation opportunities (endogenous or exogenous). The recent attention to Urban Living Lab and Smart City initiatives is disclosing a promising bridge between the micro-scale environments, with the dynamics of such forces and resources, and the urban governance mechanisms. This bridge is represented by those urban collaborative environments, where processes of smart service co-design take place through dialogic interaction with and among citizens within a situated and cultural-specific frame.

### **The Shipping Man**

In *Invested*, Charles Schwab, founder of The Charles Schwab Corporation, recounts the obstacles he encountered starting his fledgling company in the 1970s, its astonishing growth, and the ups and downs it weathered as he made stock investing, once the expensive and clubby reserve of the few, accessible to ordinary Americans. A deeply personal memoir, Schwab describes his passion to have Main Street participate in the growing economy, as investors and owners, not only earners. Schwab opens up about his dyslexia, how he worked around and ultimately embraced it, and the challenges he faced when, a year into his grand experiment in discounted stock trading, living in a small apartment in Sausalito with his wife Helen and new baby, he carried a six-figure debt and pocketsful of personal loans. As it turned out, customers flocked to Schwab, his small team scrambling with scarce resources and no roadmap to manage the company's growth. He recounts Schwab's game-changing sale to Bank of America - and how, in the end, the merger almost doomed his organization. We learn about the clever and timely leveraged buyout he crafted to regain independence; the crushing stock market collapse of 1987 just weeks after the company had gone public; the dot-com meltdown of 2000 and its reverberating aftermath of economic stagnation, layoffs and the company's eventual reinvention; and how the company's focus on managing risk protected it and its clients during the financial crisis in 2008, propelling its growth. A remarkable story of a company succeeding by challenging norms and conventions through decades of change, *Invested* also offers unique insights and lifelong principles Schwab for readers - the values that he has lived and worked by and have made him one of the most successful entrepreneurs of our time. Today, his eponymous company is one of the leading financial services firms in the world, with over 3 trillion dollars in client assets.

### **Side Effects**

As the mental health reporter for the Boston Globe, Alison Bass's front-page reporting on conflicts of interest in medical research stunned readers, and her series on sexual misconduct among psychiatrists earned a Pulitzer Prize nomination.

Now she turns her investigative skills to a controversial case that exposed the increased suicide rates among adolescents taking antidepressants such as Paxil, Prozac, and Zoloft. *Side Effects* tells the tale of a gutsy assistant attorney general who, along with an unlikely whistle-blower at an Ivy League university, uncovered evidence of deception behind one of the most successful drug campaigns in history. Paxil was the world's bestselling antidepressant in 2002. Pediatric prescriptions soared, even though there was no proof that the drug performed any better than sugar pills in treating children and adolescents, and the real risks the drugs posed were withheld from the public. The New York State Attorney General's office brought an unprecedented lawsuit against giant manufacturer GlaxoSmithKline, the maker of Paxil, for consumer fraud. The successful suit launched a tidal wave of protest that changed the way drugs are tested, sold, and marketed in this country. With meticulous research, Alison Bass shows us the underbelly of the pharmaceutical industry. She lays bare the unhealthy ties between the medical establishment, big pharma, and the FDA—relationships that place vulnerable children and adults at risk every day.

### **Workforce Asset Management Book of Knowledge**

This new addition will provide an update on the current prophylaxis guidelines, the new diagnostic approach in the detection of the disease, the proposed schemas to predict prognosis, and the new treatment strategies to improve the outcome of patients afflicted with this serious condition. Endocarditis is a serious disease with a high rate of morbidity and mortality. The in-hospital mortality remains at 10-20%. The poor outcome of patients with this condition is due in large part to the delay in making the diagnosis which frequently can be elusive. As a result of its wide spectrum of manifestations, endocarditis can mimic many different conditions ranging from stroke to renal failure. In order to minimize the delay in diagnosis, clinicians need to always be mindful of the possibility that endocarditis may be the cause of the symptoms. There have been ongoing efforts in the development of molecular probes and new imaging techniques to improve our ability to identify the disease early and reliably. New treatment strategies have been studied with the aim to prevent complications and to improve survival. The structure of the previous edition is preserved. The book is divided into three sections with the first section covering the historical perspective and basic principles, the second section dealing with the diagnosis and management approaches and the last section on specific clinical situations that pose management dilemmas. All the chapters will be updated to include new information from the recent studies. In particular, the approach to the use of antibiotic prophylaxis will be extensively revised to present and discuss the implications of the current guidelines from different national societies including the American Heart Association and the British Society for Antimicrobial Chemotherapy. This update is timely and should be of interest to all clinicians involved in the care of patients with this serious disease. This new edition will be a good resource for internists, infectious disease specialists, cardiologists and cardiac surgeons alike .

### **100 Lunches with Strangers**

We all feel uncomfortable about the role of profit in healthcare, we all have a vague notion that the global \$600bn pharmaceutical industry is somehow evil and untrustworthy, but that sense rarely goes beyond a flaky, undifferentiated new age worldview. Bad Pharma puts real flesh on those bones, revealing the rigged evidence used by drug companies. Bad information means bad treatment decisions, which means patients suffer and die: there is no climactic moment of villainy, but drugs are used which are overpriced, less effective, and have more side effects. There are five cheap, easy things we can do to fix the problem. Bad Pharma takes a big dirty secret out into the open, and will provide a single focus for concerns people have both inside and outside medicine.

### **Fooling Some of the People All of the Time, A Long Short Story**

Have you ever thought to yourself, "My life is fine, but is that all? How can I have a better life? I don't know what I want but I know there's something missing?" Doesn't matter if you're 18 or 75, this book is going to transform your life. In 2018, Kaley pushed herself to accomplish a remarkable challenge: to have lunch with 100 complete strangers. "100 Lunches" shares how a shy immigrant girl became a successful 'People Connector' in just one year. Featuring 15 eye-opening life lessons, an in-depth look at relatable life struggles, and inspirational tips that will offer any reader a way to forge their own happier way of living.

### **Let's Change Higher Education Forever**

Merger Masters presents revealing profiles of monumentally successful merger investors based on exclusive interviews with some of the greatest minds to practice the art of arbitrage. Michael Price, John Paulson, Paul Singer, and others offer practical perspectives on how their backgrounds in the risk-conscious world of merger arbitrage helped them make their biggest deals. They share their insights on the discipline that underlies their fortunes, whether they practice the "plain vanilla" strategy of announced deals, the aggressive strategy of activist investment, or any strategy in between on the risk spectrum. Merger Masters delves into the human side of risk arbitrage, exploring how top practitioners deal with the behavioral aspects of generating consistent profits from risk arbitrage. The book also includes perspectives from the other side of the mergers and acquisitions divide in the form of interviews with a trio of iconic CEOs: Bill Stiritz, Peter McCausland, and Paul Montrone. All three took advantage of M&A opportunities to help build long-term returns but often found themselves at odds with the short-term focus of Wall Street and merger investors. Told in lively, accessible prose, with bonus facts and figures for transaction junkies, Merger Masters is an incomparable set of stories with plenty of unfiltered lessons from the best managers of our time.

### **A Piece of the Action**

This volume presents the contributions of the fifth International Conference on Advancements of Medicine and Health Care through Technology (Meditech 2016), held in Cluj-Napoka, Romania. The papers of this Proceedings volume present new developments in - Health Care Technology, - Medical Devices, Measurement and Instrumentation, - Medical Imaging, Image and Signal Processing, - Modeling and Simulation, - Molecular Bioengineering, - Biomechanics.

### **Global Economic Co-operation**

"I love this book. Anything I spend my time on, I either have to learn something or be entertained, with this book I get both - along with great art direction. The only problem is that the people it takes the piss out of won't know how funny it is. But that's okay, they'll buy it thinking it's a genuine 'How to' guide." Dave Trott, Author and Advertising Legend. If you're a fan of books by people like Gary V and Simon Sinek, you should probably stop reading now. This book is the opposite of those. And not just because it won't be anywhere near as popular. Delusions of Brandeur is an antidote to the insanity that now pervades the marketing industry. A collection of articles, satirical posts and assorted miscellany, it is a no-holds-barred commentary on modern marketing, advertising and business. Is it an invaluable guide that will guarantee your marketing success? No. But is it exhaustively researched and full of evidence? Also no. So what the hell is in it for you, then? A fair amount of good sense, some laughs, and plenty of handy snippets that you can use at your next meeting with fans of Gary V and Simon Sinek. "Wallman slips into his Raging Bull costume and stampedes through the marketing industry smashing every bit of phony china in sight. What wonderful fun!" Bob Hoffman, Author, Former Advertising CEO, and the original Ad Contrarian. "Marketing leaders the world over, get your hands on this book. You may not have mine because I can't put it down (except when weeping with laughter)." Maureen Blandford, B2B Tech CMO, Author. "Marketing has been walking around in the emperor's new clothes, with a big pair of shiny new AI/VR bollocks on public display, but Ryan has thankfully come along and lopped them off with his sharp satirical scythe of perceptive brilliance." Giles Edwards, Co-Founder and Creative Director at Gasp. "As with all really good satire, smuggled inside every one of Wallman's lovingly-crafted jokes is a serious message: that too many marketers reject proven principles for unproven pseudo-science, plain English for pretentious marketing jargon, the tried and tested for the shiny and new." Tom Roach, Head of Effectiveness at adam&eveDDB. "A former doctor takes a scalpel to the advertising industry. Not only is this a marvellous book - but no one but Dr. Wallman could have written it." Rory Sutherland, Vice Chairman at Ogilvy UK, TED Global speaker, Author. "Is it a guide book for our industry? Or is it a good laugh at our industry? It's both. It's Ryan at his most erudite and entertaining. And it's Gasp at their most gorgeous. Get it to get ahead - or to get the hell out of the mess we've made of marketing, branding and advertising." Vikki Ross, Copy Chief. "Thoroughly digestible, very insightful, loads of great tips (for people who are trapped in places where the bullshit is inescapable) and funny as fuck - cutting through the nonsense in the way that

only Ryan knows how. Top work." Dave Harland, Copywriter. "The good Doctor slides his satirical blade between the Marketing body's ribs using humour as laughing gas. Just wait 'til they all come round. And it's not as funny as they thought." Mark Sareff, Director at Prophecy Consulting & former Chief Strategy Officer at Ogilvy Australia. "Marketing as we know it is dead. It's just been completely annihilated by Ryan Wallman. Somewhere between a comedy roast and a how-not-to guide, this book is an utter goldmine for the beginners, side-splitting for the seasoned, and utterly baffling for the 'experts'. Satire so sharp it will slice you - and you'll say thank you." Clare Barry, Copywriter and Queen of Sass. A Gasp Book (published by Gasp 2019)

### **Quality Shareholders**

Quality. We all make judgments about it every day. Yet articulating a clear definition of quality in an investing context is challenging. This book addresses the challenge, and distills years of practical investing experience into a definitive account of this under-explored investment philosophy. Finance theory has it that abnormal outcomes do not persist, that exceptional performance will soon enough become average performance. Quality investing involves seeking companies with the right attributes to overcome these forces of mean reversion and, crucially, owning these outstanding companies for the long term. This book pinpoints and explains the characteristics that increase the probability of a company prospering over time - as well as those that hinder such chances. Throughout, a series of fascinating real-life case studies illustrate the traits that signify quality, as well as some that flatter to deceive. The authors' firm, AKO Capital, has a strong track record of finding and investing in quality companies - helping it deliver a compound annual growth rate more than double that of the market since inception. *Quality Investing* sheds light on the investment philosophy, processes and tough lessons that have contributed to this consistent outperformance.

### **Delusions of Brandeur**

A Goldman Sachs businessman working at the company's China office recounts the unexpected education he received from his local Chinese partners after arriving in the country to teach them about business, a process during which he gained considerable respect for Chinese stoicism and professional methods. 25,000 first printing.

### **Simple But Not Easy**

Everyone talks about the \$1.2 trillion U.S. student loan bubble, but few have focused on the people most negatively affected by the crisis. Why? Because sometimes the truth is so painful, and the solutions are so difficult to come by, that everyone just instinctively looks the other way. Those faces of debt belong to America's lower and lower-middle classes,

which together carry 47 percent of the higher education debt in the U.S. That's \$500 billion in student loan debt weighing on the shoulders of America's poorest citizens. Worse yet, about 79 percent of students from the lowest income households will never graduate, but they'll still have to pay back those loans. The combination of high debt and no degree sends these 'worst-case scenario' individuals to economic jail for decades, perhaps forever."Let's Change Higher Education Forever: A Debt-Free Solution for a System Gone Wrong" by Aspen University's Chairman and Chief Executive Officer Michael Mathews, tells the story of the individuals living this 'worst-case scenario'-- student debt, but no degree. Mathews explains how for-profit college recruiting tactics and tuition costs contributed to this scenario and he offers a plan for a debtless education that meets the needs of the modern student.

### **Partners in Preservation**

Helpful, Accessible Guidance for Budding Hedge Funds So You Want to Start a Hedge Fund provides critical lessons and thoughtful insights to those trying to decipher the industry, as well as those seeking to invest in the next generation of high performers. This book foregoes the sensational, headline-grabbing stories about the few billionaire hedge fund managers to reach the top of the field. Instead, it focuses on the much more common travails of start-ups and small investment firms. The successes and failures of a talented group of competitive managers—all highly educated and well trained—show what it takes for managers and allocators to succeed. These accounts include lessons on funding, team development, strategy, performance, and allocation. The hedge fund industry is concentrated in the largest funds, and the big funds are getting bigger. In time, some of these funds will not survive their founders and large sums will get reallocated to a broader selection of different managers. This practical guide outlines the allocation process for fledgling funds, and demonstrates how allocators can avoid pitfalls in their investments. So You Want to Start a Hedge Fund also shows how to: Develop a sound strategy and raise the money you need Gain a real-world perspective about how allocators think and act Structure your team and investment process for success Recognize the patterns of successful start-ups The industry is approaching a significant crossroads. Aggregate growth is slowing and competition is shifting away from industry-wide growth, at the expense of traditional asset classes, to market share capture within the industry. So You Want to Start a Hedge Fund provides guidance for the little funds—the potential future leaders of the industry.

### **Dental Computing and Applications: Advanced Techniques for Clinical Dentistry**

### **The Missing Risk Premium**

The traits that make Sam Zell one of the world's most successful entrepreneurs also make him one of the most surprising,

enigmatic, and entertaining mavericks in American business. Self-made billionaire Sam Zell consistently sees what others don't. From finding a market for overpriced Playboy magazines among his junior high classmates, to buying real estate on the cheap after a market crash, to investing in often unglamorous industries with long-term value, Zell acts boldly on supply and demand trends to grab the first-mover advantage. And he can find opportunity virtually anywhere—from an arcane piece of legislation to a desert meeting in Abu Dhabi. "If everyone is going left, look right," Zell often says. To him, conventional wisdom is nothing but a reference point. Year after year, deal after deal, he shuts out the noise of the crowd, gathers as much information as possible, then trusts his own instincts. He credits much of his independent thinking to his parents, who were Jewish refugees from World War II. Talk to any two people and you might get wild swings in their descriptions of Zell. A media firestorm ensued when the Tribune Company went into bankruptcy a year after he agreed to steward the enterprise. At the same time, his razor-sharp instincts are legendary on Wall Street, and he has sponsored over a dozen IPOs. He's known as the Grave Dancer for his strategy of targeting troubled assets, yet he's created thousands of jobs. Within his own organization, he has an inordinate number of employees at every level who are fiercely loyal and have worked for him for decades. Zell's got a big personality; he is often contrarian, blunt, and irreverent, and always curious and hardworking. This is the guy who started wearing jeans to work in the 1960s, when offices were a sea of gray suits. He's the guy who told *The Wall Street Journal* in 1985, "If it ain't fun, we don't do it." He rides motorcycles with his friends, the Zell's Angels, around the world and he keeps ducks on the deck outside his office. As he writes: "I simply don't buy into many of the made-up rules of social convention. The bottom line is: If you're really good at what you do, you have the freedom to be who you really are." *Am I Being Too Subtle?*—a reference to Zell's favorite way to underscore a point—takes readers on a ride across his business terrain, sharing with honesty and humor stories of the times he got it right, when he didn't, and most important, what he learned in the process. This is an indispensable guide for the next generation of disrupters, entrepreneurs, and investors.

### **The Watson Dynasty**

### **A Man for All Markets**

### **Pragmatic Capitalism**

"This book gives insight into technological advances for dental practice, research and education, for general dental clinician, the researcher and the computer scientist"--Provided by publisher.

### **Bad Pharma**

PARTNERS IN PRESERVATION HOW TO KNOW YOUR ADVISOR IS TRULY PROTECTING YOUR WEALTH As an investor, you have a choice. You can settle for mediocre investment advice and suboptimal results, as most investors have. Or you can learn how to identify the ideal advisor to achieve superior returns, avoid unwelcome surprises and have the highest probability of meeting your goals. The latter choice requires an understanding of the industry and best practices employed by the most sophisticated investors on the planet. And that is what you will find in this book. Within these pages you will learn what today's advisory landscape looks like and how to navigate towards those who can help you make better investment decisions. Make the right choice. Find a true Partner in Preservation.

### **My Years With General Motors**

The agreements selected here, some 300 in total, cover those multilateral treaties which are open to all states, and which regulate trade, money, finance and environmental protection, and facilitate the negotiation of international contract and the enforcement of arbitral awards and judicial decisions. The book aims to provide a complete and coherent picture of the global economic legal and institutional system. It is intended to serve the needs of scholars, internal business lawyers, government officials and legislators working in this field, as well as those engaged in the operation of international trade.

### **Endocarditis**

### **Obstetric Ultrasound**

One of Silicon Valley's most successful angel investors shares his rules for investing in startups. There are two ways to make money in startups: create something valuable—or invest in the people that are creating valuable things. Over the past twenty-five years, Jason Calacanis has made a fortune investing in creators, spotting and helping build and fund a number of successful technology startups—investments that have earned him tens of millions of dollars. Now, in this enlightening guide that is sure to become the bible for twenty-first century investors, Calacanis takes potential angels step-by-step through his proven method of creating massive wealth: startups. As Calacanis makes clear, you can get rich—even if you came from humble beginnings (his dad was a bartender, his mom a nurse), didn't go to the right schools, and weren't a top student. The trick is learning how angel investors think. Calacanis takes you inside the minds of these successful moneymen, helping you understand how they prioritize and make the decisions that have resulted in phenomenal profits. He guides you step by step through the process, revealing how leading investors evaluate new ventures, calculating the

risks and rewards, and explains how the best startups leverage relationships with angel investors for the best results. Whether you're an aspiring investor or a budding entrepreneur, Angel will inspire and educate you on all the ins and outs. Buckle up for a wild ride into the world of angel investing!

### **The Frackers**

The right to dignity is now recognized in most of the world's constitutions, and hardly a new constitution is adopted without it. Over the last sixty years, courts in Latin America, Europe, Asia, Africa, the Middle East, and North America have developed a robust jurisprudence of dignity on subjects as diverse as health care, imprisonment, privacy, education, culture, the environment, sexuality, and death. As the range and growing number of cases about dignity attest, it is invoked and recognized by courts far more frequently than other constitutional guarantees. Dignity Rights is the first book to explore the constitutional law of dignity around the world. Erin Daly shows how dignity has come not only to define specific interests like the right to humane treatment or to earn a living wage, but also to protect the basic rights of a person to control his or her own life and to live in society with others. Daly argues that, through the right to dignity, courts are redefining what it means to be human in the modern world. As described by the courts, the scope of dignity rights marks the outer boundaries of state power, limiting state authority to meet the demands of human dignity. As a result, these cases force us to reexamine the relationship between the individual and the state and, in turn, contribute to a new and richer understanding of the role of the citizen in modern democracies.

### **Invested**

Anyone can buy stock in a public company, but not all shareholders are equally committed to a company's long-term success. In an increasingly fragmented financial world, shareholders' attitudes toward the companies in which they invest vary widely, from time horizon to conviction. Faced with indexers, short-term traders, and activists, it is more important than ever for businesses to ensure that their shareholders are dedicated to their missions. Today's companies need "quality shareholders," as Warren Buffett called those who "load up and stick around," or buy large stakes and hold for long periods. Lawrence A. Cunningham offers an expert guide to the benefits of attracting and keeping quality shareholders. He demonstrates that a high density of dedicated long-term shareholders results in numerous comparative and competitive advantages for companies and their managers, including a longer runway to execute business strategy and a loyal cohort against adversity. Cunningham explores dozens of corporate practices and policies—such as rational capital allocation, long-term performance metrics, and a shareholder orientation—that can help shape the shareholder base and bring in committed owners. Focusing on the benefits for corporations and their investors, he reveals what draws quality shareholders to certain companies and what it means to have them in an investor base. This book is vital reading for

investors, executives, and directors seeking to understand and attract the kind of shareholders that their companies need.

### **Technology Management**

The riveting, untold story of the men who are transforming global energy. In five years, the United States has seen a historic burst of oil and natural gas production, easing our insatiable hunger for energy. A new drilling process called fracking has made us the world's fastest growing energy power, on track to pass Saudi Arabia by 2020. But despite headlines and controversy, no previous book has shown how the revolution really happened. *The Frackers* tells the dramatic tale of how a group of ambitious and headstrong wildcatters ignored the ridicule of experts and derision of colleagues to pursue massive, long-overlooked deposits. Against all odds, they changed the world-and made astonishing fortunes in the process. Zuckerman's exclusive access enabled him to get close to men like George Mitchell, who developed a new way to drill for gas in shale rock; Harold Hamm, who discovered so much oil he's now worth more than the estate of Steve Jobs; and Aubrey McClendon, who lost more than \$2 billion on a misguided gambit. Zuckerman shows how the frackers are now using their wealth to shake up Hollywood, education, politics, sports, and other fields, much like the Rockefellers and Gettys before them. He also explores the debate over the environmental risks of fracking, and whether those risks are worth it for the United States to achieve energy independence and for the rest of the world to follow.

### **Human Smart Cities**

When restless New York City hedge fund manager Robert Fairchild watches the Baltic Dry Cargo Index plunge 97%, registering an all-time high and a 25-year low in six months, he decides to buy a ship. Part fast-paced thriller, part ship finance text book, *The Shipping Man* is required reading for anyone interested in capital formation for shipping.

### **British National Formulary**

Highly illustrated and practical, this introduction to obstetric ultrasound provides a step-by-step guide for those new to ultrasound as well as a source of reference for the more experienced ultrasonographer. The content details the use of ultrasound in all aspects of pregnancy, as well as many other commonly encountered gynecological situations. The order of material follows a logical approach to the use of ultrasound in pregnancy that's easy to learn and remember. Comprehensive and user-friendly, this resource provides basic knowledge of the ultrasound. The content offers accurate, precise, relevant, and applicable information that could be useful for a new student or an experienced practitioner. High-quality images aid the reader in coming to an understanding of difficult topics. Completely rewritten and updated, this text features the most current information available. A large number of new illustrations, including many full-color Doppler

images, highlight important topics. Color is used throughout the book, creating a fresh, vibrant look. New chapter on screening includes new material on screening for Down's Syndrome, a critical topic in this field. New information on medico-legal implications, audit, and safety provide the reader with knowledge of real-world issues.

### **Dignity Rights**

Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, *My Years With General Motors*, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants.

### **When the Wolves Bite**

For an extraordinary fifty-seven-year period, one of the nation's largest and fastest-growing companies was run by two men who were flesh and blood. The chief executives of the International Business Machines Corporation from 1914 until 1971 were Thomas J. Watson and Thomas J. Watson, father and son. That great corporation bears the imprint of both men -- their ambitions and their strengths -- but it also bears the consequences of a family that was in near-constant conflict. Sometimes wrong but never in doubt, both Watsons had clear -- and farsighted -- visions of what their company could become. They also had volcanic tempers. Their fights with each other combined with their commitment to leadership and excellence made IBM one of the most rewarding, yet gut-clutching firms to work for in the history of American business. We are accustomed to describing professional behavior as if men and women leave their emotions and vulnerabilities at home each day. In the case of the Watsons, filial and sibling strife could not be excluded from the office. In closely studying the desires and frustrations of the Watson family, eminent historian Richard S. Tedlow has produced something more than a family portrait or a company history. He has raised the nearly forbidden issue of the role of emotion in corporate life. This book explores the interplay between the personalities of these two extraordinary men and the firm they created. Both Watsons had deeply held beliefs about what a corporation is and should be. These ideas helped make "Big Blue" the bluest of blue-chip stocks during the Watsons' tenure. These very beliefs, however, also sowed the seeds for IBM's disasters in the late 1980s and early 1990s, when the company had lost sight of the original meaning behind many of the practices each man put into place. Tracing the family's idiosyncratic ability to cope with each other's weaknesses but not their strengths, *The Watson Dynasty* is a book for every person who ever went to work but didn't want to check his personality at the door.

### **Am I Being Too Subtle?**

We live in an age of serial asset bubbles and spectacular busts. Economists, policymakers, central bankers and most people in the financial world have been blindsided by these busts, while investors have lost trillions. Economists argue that bubbles can only be spotted after they burst and that market moves are unpredictable. Yet Marathon Asset Management, a London-based investment firm managing over \$50 billion of assets has developed a relatively simple method for identifying and potentially avoiding them: follow the money, or rather the trail of investment. Bubbles whether they affect a whole economy or merely a single industry, tend to attract a splurge of capital spending. Excessive investment drives down returns and leads inexorably to a bust. This was the case with both the technology bubble at the turn of the century and the US housing bubble which followed shortly after. More recently, vast sums have been invested in mining and energy. From an investor's perspective, the trick is to avoid investing in sectors, or markets, where investment spending is unduly elevated and competition is fierce, and to put one's money to work where capital expenditure is depressed, competitive conditions are more favourable and, as a result, prospective investment returns are higher. This capital cycle strategy encourages investors to eschew the simple 'growth' and 'value' dichotomy and identify firms that can deliver superior returns either because capital has been taken out of an industry, or because the business has strong barriers to entry (what Warren Buffett refers to as a 'moat'). Some of Marathon's most successful investments have come from obscure, sometimes niche operations whose businesses are protected from the destructive forces of the capital cycle. *Capital Returns* is a comprehensive introduction to the theory and practical implementation of the capital cycle approach to investment. Edited and with an introduction by Edward Chancellor, the book brings together 60 of the most insightful reports written between 2002 and 2014 by Marathon portfolio managers. *Capital Returns* provides key insights into the capital cycle strategy, all supported with real life examples from global brewers to the semiconductor industry - showing how this approach can be usefully applied to different industry conditions and how, prior to 2008, it helped protect assets from financial catastrophe. This book will be a welcome reference for serious investors who looking to maximise portfolio returns over the long run.

### **The Americana**

Risk is the deviation from the consensus rather than an exposure to a covariance, and this implies there is no risk premium in general. It also implies that when there are a large number of people buying highly volatile assets, such assets will have negative returns in equilibrium. As there are several independent motivations for people to buy highly volatile assets, intuitively risky assets generally have lower-than-average returns. This novel conception of risk implies many things more consistent with the data than the current theory. Risk taking is an important life skill, so understanding its nature is important, and unfortunately academics who study it full-time are like so many other experts: when not irrelevant, 180 degrees wrong. This book explains the current asset pricing theory, and proposes an alternative, using theory and a unique survey of the data across many asset classes. Familiarity with some MBA level finance is helpful but not necessary to appreciate this book.



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