

Behind The Cloud The Untold Story Of How Salesforce Com Went From Idea To Billion Dollar Company And Revolutionized An Industry

The heartbreaking story of the love affair between Boris Pasternak, the author of *Doctor Zhivago*, and Olga Ivinskaya—the true tragedy behind the timeless classic. When Stalin came into power in 1924, the Communist government began persecuting dissident writers. Though Stalin spared the life of Boris Pasternak—whose novel-in-progress, *Doctor Zhivago*, was suspected of being anti-Soviet—he persecuted Boris's mistress, typist, and literary muse, Olga Ivinskaya. Boris's affair with Olga devastated the straitlaced Pasternaks, and they were keen to disavow Olga's role in Boris's writing process. Twice Olga was sentenced to work in Siberian labor camps, where she was interrogated about the book Boris was writing, but she refused to betray the man she loved. When Olga was released from the gulags, she assumed that Boris would leave his wife for her but, trapped by his family's expectations and his own weak will, he never did. Drawing on previously neglected family sources and original interviews, Anna Pasternak explores this hidden act of moral compromise by her great-uncle, and restores to history the passionate affair that inspired and animated *Doctor Zhivago*. Devastated that Olga suffered on his behalf and frustrated that he could not match her loyalty to him, Boris instead channeled his thwarted passion for Olga into the love story in *Doctor Zhivago*. Filled with the rich detail of Boris's secret life, Lara unearths a moving love story of courage, loyalty, suffering, drama, and loss, and casts a new light on the legacy of *Doctor Zhivago*.

This book documents the life of Senior Chief Waruhiu, one of colonial Kenya's most controversial chiefs, from his birth in 1890 to his death in 1952.

TM offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally-recognised logos and explains their development, design, usage and purpose. Based on interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic and cultural institutions from across the globe, TM reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon and the Michelin Man. Authoritatively written, comprehensively researched and including a wealth of archival and previously unpublished images, TM is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

An enlightening narrative exploring an oft-overlooked aspect of the sixteenth president's life, *An American Marriage* reveals the tragic story of Abraham Lincoln's marriage to Mary Todd. Abraham Lincoln was apparently one of those men who regarded "connubial bliss" as an untenable fantasy. During the Civil War, he pardoned a Union soldier who had deserted the army to return home to wed his sweetheart. As the president signed a document sparing the soldier's life, Lincoln said: "I want to punish the young man—probably in less than a year he will wish I had withheld the pardon." Based on thirty years of research, *An American Marriage* describes and analyzes why Lincoln had good reason to regret his marriage to Mary Todd. This revealing narrative shows that, as First Lady, Mary Lincoln accepted bribes and kickbacks, sold permits and pardons, engaged in extortion, and peddled influence. The reader comes to learn that Lincoln wed Mary Todd because, in all likelihood, she seduced him and then insisted that he protect her honor. Perhaps surprisingly, the 5'2" Mrs. Lincoln often physically abused her 6'4" husband, as well as her children and servants; she humiliated her husband in public; she caused him, as president, to fear that she would disgrace him publicly. Unlike her husband, she was not profoundly opposed to slavery and hardly qualifies as the "ardent abolitionist" that some historians have portrayed. While she provided a useful stimulus to his ambition, she often "crushed his spirit," as his law partner put it. In the end, Lincoln may not have had as successful a presidency as he did—where he showed a preternatural ability to deal with difficult people—if he had not had so much practice at home.

Every president has had a unique and complicated relationship with the intelligence community. While some have been coolly distant, even adversarial, others have found their intelligence agencies to be among the most valuable instruments of policy and power. Since John F. Kennedy's presidency, this relationship has been distilled into a personalized daily report: a short summary of what the intelligence apparatus considers the most crucial information for the president to know that day about global threats and opportunities. This top-secret document is known as the President's Daily Brief, or, within national security circles, simply "the Book." Presidents have spent anywhere from a few moments (Richard Nixon) to a healthy part of their day (George W. Bush) consumed by its contents; some (Bill Clinton and George H. W. Bush) consider it far and away the most important document they saw on a regular basis while commander in chief. The details of most PDBs are highly classified, and will remain so for many years. But the process by which the intelligence community develops and presents the Book is a fascinating look into the operation of power at the highest levels. David Priess, a former intelligence officer and daily briefer, has interviewed every living president and vice president as well as more than one hundred others intimately involved with the production and delivery of the president's book of secrets. He offers an unprecedented window into the decision making of every president from Kennedy to Obama, with many character-rich stories revealed here for the first time.

Spy, businessman, bon vivant, Nazi Party member, Righteous Gentile. This was Oskar Schindler, the controversial savior of almost 12,000 Jews during the Holocaust who struggled afterwards to rebuild his life and gain international recognition for his wartime deeds. Author David Crowe examines every phase of the subject's life in this landmark biography, presenting a figure of mythic proportions that one prominent Schindler Jew described as "an extraordinary man in extraordinary times."

NEW YORK TIMES BESTSELLER "A masterful book." —Marc Levinson, *The Washington Post* "A juicy tour of the company Bezos built."—*The New York Times Book Review*
From the bestselling author of *The Everything Store*, an unvarnished picture of Amazon's unprecedented growth and its billionaire founder, Jeff Bezos, revealing the most

important business story of our time. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to well over a trillion dollars. Jeff Bezos's empire, once housed in a garage, now spans the globe. Between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of *The Washington Post*, it's impossible to go a day without encountering its impact. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents a deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions; who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and revelatory, Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

How a family-run business from humble Bikaner transformed Haldiram into a global, much-loved brand In the early twentieth century, a young man, Ganga Bishan Agarwal, aka Haldiram, gained a reputation for making the best bhujia in town. Fast-forward a century and the Haldiram's empire has revenue much greater than that of McDonald's and Domino's combined. In *Bhujia Barons*, Pavitra Kumar tells the riveting story of the Agarwal family in its entirety—a feat never managed before. It begins in dusty, benign Bikaner and traces the rise and rise of this home-grown label, now one of the most-recognized Indian brands in the world. The Haldiram's story is not an average business story—it's chock-full of family drama, with court cases, jealousy-fuelled regional expansion, a decades-old trademark battle, and a closely guarded family secret of the famous bhujia. Fast-paced and captivating, this book provides a delicious look into family business dynamics and the Indian way of doing business.

Many consider the Battle of Midway to have turned the tide of the Pacific War. It is without question one of the most famous battles in history. Now, for the first time since Gordon W. Prange's bestselling *"Miracle at Midway,"* Jonathan Parshall and Anthony Tully offer a new interpretation of this great naval engagement. Unlike previous accounts, *"Shattered Sword"* makes extensive use of Japanese primary sources. It also corrects the many errors of Mitsuo Fuchida's *"Midway: The Battle That Doomed Japan,"* an uncritical reliance upon which has tainted every previous Western account. It thus forces a major, potentially controversial reevaluation of the great battle. The authors examine the battle in detail and effortlessly place it within the context of the Imperial Navy's doctrine and technology. With a foreword by leading WWII naval historian John Lundstrom, *"Shattered Sword"* will become an indispensable part of any military buff's library. Winner of the 2005 John Lyman Book Award for the "Best Book in U.S. Naval History" and cited by *"Proceedings"* as one of its "Notable Naval Books" for 2005.

America knew George Zimmer for one of the most famous slogans in television advertising history: "I guarantee it." Zimmer rode his promise to lead the Men's Wearhouse to unimagined success as a retail giant. Now, years removed from his stunning dismissal as leader of the company he founded, *I Guarantee It* recounts the journey of Zimmer's rise, the fall of the Men's Wearhouse, and his personal renewal. For forty-one years, George Zimmer forged a relationship with American men who wanted to like the way they looked without getting too fussy about it. He made them a promise that came straight from the shoulder: "I guarantee it," he said, and it was ironclad. By the millions, customers walked into The Men's Wearhouse stores in all fifty states and Canada, where they received "quality, service, and a good price," where they bought suits, ties, sports coats, and slacks by the tens of billions of dollars. Then a backstabbing — the handpicked board of directors fired Zimmer from the company he had created and developed into the most successful men's specialty store in world history. Eight years later, Zimmer is back to tell his story: a man raised by a prosperous and loving family, a fun-loving son of the sixties, a merchant, an entrepreneur, a pitchman for the ages. Zimmer's ouster devastated but did not destroy him. His is a story of hard work and resilience, about a life in business that succeeded beyond belief and followed the Golden Rule. It's a story that will teach and inspire. He guarantees it.

"Enchanting . . . An absorbing narrative of politics, ecology, and economics."--*New York Times Book Review* (Editor's Choice) Located between the Great Rift Valley and the Nile, the cloud forests in southwestern Ethiopia are the original home of Arabica, the most prevalent and superior of the two main species of coffee being cultivated today. Virtually unknown to European explorers, the Kafa region was essentially off-limits to foreigners well into the twentieth century, which allowed the world's original coffee culture to develop in virtual isolation in the forests where the Kafa people continue to forage for wild coffee berries. Deftly blending in the long, fascinating history of our favorite drink, award-winning author Jeff Koehler takes readers from these forest beginnings along the spectacular journey of its spread around the globe. With cafés on virtually every corner of every town in the world, coffee has never been so popular--nor tasted so good. Yet diseases and climate change are battering production in Latin America, where 85 percent of Arabica grows. As the industry tries to safeguard the species' future, breeders are returning to the original coffee forests, which are under threat and swiftly shrinking. "The forests around Kafa are not important just because they are the origin of a drink that means so much to so many," writes Koehler. "They are important because deep in their shady understory lies a key to saving the faltering coffee industry. They hold not just the past but also the future of coffee." "A must-read for coffee enthusiasts."--*Smithsonian* (Best of the Year) "Reads like an engaging multimystery detective novel."--*Wall Street Journal* "Fascinating . . . How a local crop transformed into a global commodity."--*Real Simple* (Best of the Month) Coffee is one of the largest and most valuable commodities in the world. This is the story of its origins, its history, and the threat to its future, by the IACP Award-winning author of *Darjeeling*.

"A dynamic group biography studded with design history and high-society dash . . . [This] elegantly wrought narrative bears the Cartier hallmark."--*The Economist* The captivating story of the family behind the Cartier empire and the three brothers who turned their grandfather's humble Parisian jewelry store into a global luxury icon--as told by a great-granddaughter with exclusive access to long-lost family archives "Ms. Cartier Brickell has done her grandfather proud."--*The Wall Street Journal* The Cartiers is the revealing tale of a jewelry dynasty--four generations, from revolutionary France to the 1970s. At its heart are the three Cartier brothers whose motto was "Never copy, only create" and who made their family firm internationally famous in the early days of the twentieth century, thanks to their unique and complementary talents: Louis, the visionary designer who created the first men's wristwatch to help an aviator friend tell the time without

taking his hands off the controls of his flying machine; Pierre, the master dealmaker who bought the New York headquarters on Fifth Avenue for a double-stranded natural pearl necklace; and Jacques, the globe-trotting gemstone expert whose travels to India gave Cartier access to the world's best rubies, emeralds, and sapphires, inspiring the celebrated Tutti Frutti jewelry. Francesca Cartier Brickell, whose great-grandfather was the youngest of the brothers, has traveled the world researching her family's history, tracking down those connected with her ancestors and discovering long-lost pieces of the puzzle along the way. Now she reveals never-before-told dramas, romances, intrigues, betrayals, and more. The Cartiers also offers a behind-the-scenes look at the firm's most iconic jewelry--the notoriously cursed Hope Diamond, the Romanov emeralds, the classic panther pieces--and the long line of stars from the worlds of fashion, film, and royalty who wore them, from Indian maharajas and Russian grand duchesses to Wallis Simpson, Coco Chanel, and Elizabeth Taylor. Published in the two-hundredth anniversary year of the birth of the dynasty's founder, Louis-François Cartier, this book is a magnificent, definitive, epic social history shown through the deeply personal lens of one legendary family.

The perfect read and perfect gift for Game of Thrones fans The official, definitive oral history of the blockbuster show from Entertainment Weekly's James Hibberd, endorsed by George R. R. Martin himself (who calls it "an amazing read"), reveals the one Game of Thrones tale that has yet to be told: the thirteen-year behind-the-scenes struggle to make the show. Fire Cannot Kill a Dragon shares the incredible, thrilling, uncensored story of Game of Thrones, from the creators' first meetings with George R. R. Martin and HBO through the series finale, including all the on-camera battles, off-camera efforts, and the many controversies in between. The book also features more than fifty candid new interviews, rare and stunning photos, and unprecedented access to the producers, cast, and crew who took an impossible idea and made it into the biggest show in the world.

From the moment they first cut a swathe of crime across 1930s America, Clyde Barrow and Bonnie Parker have been glamorised in print, on screen and in legend. The reality of their brief and catastrophic lives is very different -- and far more fascinating. Combining exhaustive research with surprising, newly discovered material, author Jeff Guinn tells the real story of two youngsters from a filthy Dallas slum who fell in love and then willingly traded their lives for a brief interlude of excitement and, more important, fame. Thanks in great part to surviving relatives of Clyde Barrow and Bonnie Parker, who provided Guinn with access to never-before-published family documents and photographs, this book reveals the truth behind the myth, told with cinematic sweep and unprecedented insight by a master storyteller.

Behind the CloudThe Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-and Revolutionized an IndustryJohn Wiley & Sons

The "fascinating" #1 New York Times bestseller that awakened the world to the destruction of American Indians in the nineteenth-century West (The Wall Street Journal). First published in 1970, Bury My Heart at Wounded Knee generated shockwaves with its frank and heartbreaking depiction of the systematic annihilation of American Indian tribes across the western frontier. In this nonfiction account, Dee Brown focuses on the betrayals, battles, and massacres suffered by American Indians between 1860 and 1890. He tells of the many tribes and their renowned chiefs—from Geronimo to Red Cloud, Sitting Bull to Crazy Horse—who struggled to combat the destruction of their people and culture. Forcefully written and meticulously researched, Bury My Heart at Wounded Knee inspired a generation to take a second look at how the West was won. This ebook features an illustrated biography of Dee Brown including rare photos from the author's personal collection.

Despite the nearly universal fame of the Beatles, many people only know the fairytale version of the iconic group's rise to fame. Drawing on his extensive knowledge of Liverpool, Francis Kenny reveals the real John Lennon who preceded the legend, showing how his childhood shaped his personality, creative process, and path to success, and how it also destroyed his mental health, leading to the downfall of one of the most confident and brilliant musicians of the past century. The Making of John Lennon is a must-read for any Beatles fan. It explains how Lennon's turbulent family background affected his relationships, why the true inspiration for "Strawberry Fields" could not be revealed, how Pete Best's college connection led to his removal from the group, and why class backgrounds were the real reason for the breakup of the legendary band. Offering a complex portrait of Lennon's early life, The Making of John Lennon tells the true story behind the rise of the legendary icon.

Draws on Red Cloud's autobiography, which was lost for nearly a hundred years, to present the story of the great Oglala Sioux chief who was the only Plains Indian to defeat the United States Army in a war.

FEATURES EXCLUSIVE INTERVIEW with SUBRATA ROY EVERYTHING YOU WANTED TO KNOW ABOUT SUBRATA ROY AND SAHARA INDIA PARIWAR, BUT WERE AFRAID TO ASK... Sahara: The Untold Story is based on painstaking research to demystify India's most secretive and largely unlisted conglomerate, the Sahara India Pariwar. It also delves into the group's ongoing legal battle with the market regulator. Entrepreneur Subrata Roy, the guardian angel of the group, whose feet are touched by everybody in the Pariwar, wants to reach out to a million lives and feels impeded and shuttered in by regulations. So the clash with the regulators was inevitable. But when a regulator slams one door, maverick Roy opens another. This play has been on since 1978, when Sahara was set up. Roy is well known for glamour and his association with film stars, cricketers and politicians. He exudes patriotism, with a statue of Bharat Mata (the presiding deity of the group) on a chariot driven by four fierce-looking lions adorning his headquarters in Lucknow. He is the Robin Hood of a country where only 35% of the adult population has access to formal banking services. This India and its millions of illiterate poor depositors stand in awe and admiration of him. But does he also exploit them? Do these poor people actually keep money with him or are they fronting for others? EXCERPT FROM THE SAHARA INDIA PARIWAR DISCLAIMER 'The book at best can be treated as a perspective of the author with all its defamatory content, insinuation and other objections, which prompted us to exercise our right to approach the court of law in order to save the interest of the organization and its crores of depositors and 12 lakh workers.' TamalBandyopadhyay, a deputy managing editor of Mint, is one of the most respected business journalists in India. Tamal has kept a close watch of the financial sector for over a decade and a half and has had a ringside view of the enormous changes in Indian finance and banking over this period. His first book, A Bank for the Buck, released by P Chidambaram in November 2012, has been a non-fiction bestseller.

The chapters of this book are nothing but mirrors for seeing your "self" from different angles. And though the journey we are about to embark on is an inner one, it will draw upon every aspect

of your life. The only requirement asked of you is the willingness to honestly look at yourself in the most natural, intuitive manner. Remember, if we are seeking the root of "self," what we are actually seeking is you. As you read through these pages, you will find that you know much more than you thought you did about some very deep subjects. The fact is, you already know how to find yourself; you have just gotten distracted and disoriented. Once refocused, you will realize that you not only have the ability to find yourself, you have the ability to free yourself. Whether you choose to do so or not is entirely up to you. But upon completion of your journey through these chapters, there will be no more confusion, no more lack of empowerment, and no more blaming others. You will know exactly what must be done. And should you choose to devote yourself to the ongoing journey of self-realization, you will develop a tremendous sense of respect for who you really are. It is only then that you will come to appreciate the full depth of meaning in the advice: "This above all: to thine own self be true." ---- Introduction

From behind the Iron Curtain onto hockey's biggest stage The incredible true story of the trailblazing men who risked everything to pass through the Iron Curtain and become NHL superstars, Breakaway is a thrilling look at the untold stories that changed hockey forever. From midnight meetings in secluded forests, to evading capture by military and police forces, this is the story of the brave players whose passion of the game trumped all. Featuring exclusive interviews with the legends of the ice who put everything on the line just for the chance to play on the world's greatest stage, many of them speaking about their experiences for the very first time, the book looks at how Peter Stastny, Igor Larionov, Petr Klima, Petr Nedved, Sergei Fedorov, Slava Fetisov, Alexander Mogilny, and other hockey superstars captured the imaginations of fans around the world. The remarkable true story of some of the true pioneers of hockey, told for the very first time, often in the players' own words A fascinating look behind the Iron Curtain and the trials these brave men endured for a taste of freedom, through their love of the game Looks at how some of the NHL's greatest players made it onto North American ice As much a tale of espionage and social history as a gripping hockey chronicle, Breakaway sheds light on the untold stories of some of the sports' most inspiring heroes.

In 1943, while the New York Yankees and St. Louis Cardinals were winning pennants and meeting in that year's World Series, Ted Williams, Johnny Pesky, and Johnny Sain practiced on a skinned-out college field in the heart of North Carolina. They and other past and future stars formed one of the greatest baseball teams of all time. They were among a cadre of fighter-pilot cadets who wore the Cloudbuster Nine baseball jersey at an elite Navy training school at the University of North Carolina at Chapel Hill. As a child, Anne Keene's father, Jim Raugh, suited up as the team batboy and mascot. He got to know his baseball heroes personally, watching players hit the road on cramped, tin-can buses, dazzling factory workers, kids, and service members at dozens of games, including a war-bond exhibition with Babe Ruth at Yankee Stadium. Jimmy followed his baseball dreams as a college All-American but was crushed later in life by a failed major-league bid with the Detroit Tigers. He would have carried this story to his grave had Anne not discovered his scrapbook from a Navy school that shaped America's greatest heroes including George H. W. Bush, Gerald Ford, John Glenn, and Paul "Bear" Bryant. With the help of rare images and insights from World War II baseball veterans such as Dr. Bobby Brown and Eddie Robinson, the story of this remarkable team is brought to life for the first time in The Cloudbuster Nine: The Untold Story of Ted Williams and the Baseball Team That Helped Win World War II.

Optimize the customer experience via the cloud to gain a powerful competitive advantage Customer Obsessed looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as other struggle to catch up. Customer Obsessed gives you the guidance you need to achieve sustainable success in today's digital world.

In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company: perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. Softwar examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In Softwar, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, Softwar gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business stories of all time.

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry

reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

A New York Times Best Book of the Year A Time Best Book of the Year A Kirkus Reviews Best Nonfiction Book of the Year 2020 Andrew Carnegie Medals for Excellence Winner From journalist Adam Higginbotham, the New York Times bestselling "account that reads almost like the script for a movie" (*The Wall Street Journal*)—a powerful investigation into Chernobyl and how propaganda, secrecy, and myth have obscured the true story of one of the history's worst nuclear disasters. Early in the morning of April 26, 1986, Reactor Number Four of the Chernobyl Atomic Energy Station exploded, triggering one of the twentieth century's greatest disasters. In the thirty years since then, Chernobyl has become lodged in the collective nightmares of the world: shorthand for the spectral horrors of radiation poisoning, for a dangerous technology slipping its leash, for ecological fragility, and for what can happen when a dishonest and careless state endangers its citizens and the entire world. But the real story of the accident, clouded from the beginning by secrecy, propaganda, and misinformation, has long remained in dispute. Drawing on hundreds of hours of interviews conducted over the course of more than ten years, as well as letters, unpublished memoirs, and documents from recently-declassified archives, Adam Higginbotham brings the disaster to life through the eyes of the men and women who witnessed it firsthand. The result is a "riveting, deeply reported reconstruction" (*Los Angeles Times*) and a definitive account of an event that changed history: a story that is more complex, more human, and more terrifying than the Soviet myth. "The most complete and compelling history yet" (*The Christian Science Monitor*), Higginbotham's "superb, enthralling, and necessarily terrifying...extraordinary" (*The New York Times*) book is an indelible portrait of the lessons learned when mankind seeks to bend the natural world to his will—lessons which, in the face of climate change and other threats, remain not just vital but necessary.

"The authoritative source on one of history's most notorious Ponzi schemes."—*Fortune* The definitive, in-depth account of the spectacular rise and fall of Bernie Madoff—and the greatest Ponzi scheme of all time?featuring new, exclusive, never-before-published details from Madoff himself No name is more synonymous with the evils of Wall Street than Bernie Madoff. Arrested for fraud in 2008—during the depths of the global financial crisis—the 70-year-old market maker, investment advisor, and former chairman of the NASDAQ had orchestrated the largest Ponzi scheme in world history, fleecing thousands of investors across the globe to the tune of \$65 billion. To this day, questions remain: Why did he do it? How did he get away with it for so long? What did his family know? Who is the elusive Bernie Madoff? In *Madoff Talks*, author Jim Campbell presents the most comprehensive, insider account of the Madoff saga to date. Based on exclusive interviews with all the players—the Madoff family and their associates, the Wall Street wheelers and dealers, the army of lawyers, analysts, and investigators, the victims of the scheme, and Bernie Madoff himself—the book reveals: what motivated a respected financier to commit such a massive fraud—and why he thought he could get away with it how Madoff managed to keep the scheme hidden in plain sight—despite numerous SEC investigations the shocking failures of Wall Street oversight—and how it could happen again the true scale of the investment losses?and the victims' ongoing fight for justice what Ruth Madoff and the rest of the family knew—and how it shattered their lives *Madoff Talks* features the first, and likely only, interviews with Ruth Madoff and defense attorney Ira Sorkin, for which Bernie waived attorney-client privilege, as well as never-before-published details from the author's personal communications with Bernie Madoff in prison. A vivid, powerful piece of investigative reporting, the book takes us behind the headlines to show the full human cost of Madoff's crimes, and offers a cogent analysis of the reforms necessary to prevent it from happening again. Meticulously researched and relentlessly riveting, *Madoff Talks* is the full story of an American tragedy.

'Mr Gorbachev, tear down this wall!' This declamation by president Ronald Reagan when visiting Berlin in 1987 is widely cited as the clarion call that brought the Cold War to an end. The West had won, so this version of events goes, because the West had stood firm. American and Western European resoluteness had brought an evil empire to its knees. Michael Meyer, in this extraordinarily compelling account of the revolutions that roiled Eastern Europe in 1989, begs to differ. Drawing together breathtakingly vivid, on-the-ground accounts of the rise of Solidarity in Poland, the stealth opening of the Hungarian border, the Velvet Revolution in Prague, and the collapse of the infamous wall in Berlin, Meyer shows that western intransigence was only one of the many factors that provoked such world-shaking change. More important, Meyer contends, were the stands taken by individuals in the thick of the struggle, leaders such as poet and playwright Vaclav Havel in Prague; Lech Walesa; the quiet and determined reform prime minister in Budapest, Miklos Nemeth; and the man who realized his empire was already lost and decided, with courage and intelligence, to let it go in peace, Soviet president Mikhail Gorbachev. Michael Meyer captures these heady days in all their rich drama and unpredictability. In doing so he provides not just a thrilling chronicle of perhaps the most important year of the 20th century but also a crucial refutation of American mythology and a misunderstanding of history that was deliberately employed to lead the United States into some of the intractable conflicts it faces today.

Reality and fantasy collide with shocking results in this riveting account of the notorious case of Mark Twitchell - and the police investigation into one of the most bizarre murders in recent memory. In October 2008, Johnny Altinger, a 38-year-old Edmonton man, was on his way to a tryst with a woman he had met on an online dating website when he emailed the directions to their rendezvous to a concerned friend. He was never seen again. Two weeks before Altinger's disappearance, independent filmmaker Mark Twitchell began shooting a low-budget horror film about a serial killer who impersonates a woman on an online dating website to lure his victims to their gruesome deaths. But these are just the starting points of the stranger-than-fiction case of Mark Twitchell, a man with a startling plan to turn his life-long love of fantasy and desire for fame into reality: - Did Twitchell, in a horrific example of life imitating art, act out the grisly premise of his own script? - Obsessed with *Dexter*, the popular TV show and book series about a fictional vigilante serial killer, Twitchell assumed Dexter Morgan's profile on Facebook. But how far did he intend to take his fascination with *Dexter*? - Is the shocking document "S.K. Confessions" a graphic work of fiction that, as Twitchell claims, he wrote to promote his film? Or is it a diary he kept of his transformation into a killer, and proof that the police stopped a prolific serial killer at the very beginning? Veteran journalist Steve Lillebuen provides a gripping

investigative account of the nesting doll intricacies of the case, plunging us into the world of pop culture fanaticism and into the mind of a self-professed psychopath. Drawing on extensive interviews, Lillebuen illuminates what can happen when some of our culture's darkest obsessions are pushed to extremes.

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In Behind the Cloud, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

The most authoritative life of the Chinese leader ever written, Mao: The Unknown Story is based on a decade of research, and on interviews with many of Mao's close circle in China who have never talked before — and with virtually everyone outside China who had significant dealings with him. It is full of startling revelations, exploding the myth of the Long March, and showing a completely unknown Mao: he was not driven by idealism or ideology; his intimate and intricate relationship with Stalin went back to the 1920s, ultimately bringing him to power; he welcomed Japanese occupation of much of China; and he schemed, poisoned, and blackmailed to get his way. After Mao conquered China in 1949, his secret goal was to dominate the world. In chasing this dream he caused the deaths of 38 million people in the greatest famine in history. In all, well over 70 million Chinese perished under Mao's rule — in peacetime.

The perfect St. Patrick's Day gift, and a book in the best tradition of popular history -- the untold story of Ireland's role in maintaining Western culture while the Dark Ages settled on Europe. Every year millions of Americans celebrate St. Patrick's Day, but they may not be aware of how great an influence St. Patrick was on the subsequent history of civilization. Not only did he bring Christianity to Ireland, he instilled a sense of literacy and learning that would create the conditions that allowed Ireland to become "the isle of saints and scholars" -- and thus preserve Western culture while Europe was being overrun by barbarians. In this entertaining and compelling narrative, Thomas Cahill tells the story of how Europe evolved from the classical age of Rome to the medieval era. Without Ireland, the transition could not have taken place. Not only did Irish monks and scribes maintain the very record of Western civilization -- copying manuscripts of Greek and Latin writers, both pagan and Christian, while libraries and learning on the continent were forever lost -- they brought their uniquely Irish world-view to the task. As Cahill delightfully illustrates, so much of the liveliness we associate with medieval culture has its roots in Ireland. When the seeds of culture were replanted on the European continent, it was from Ireland that they were germinated. In the tradition of Barbara Tuchman's A Distant Mirror, How The Irish Saved Civilization reconstructs an era that few know about but which is central to understanding our past and our cultural heritage. But it conveys its knowledge with a winking wit that aptly captures the sensibility of the unsung Irish who relaunched civilization. **BONUS MATERIAL:** This ebook edition includes an excerpt from Thomas Cahill's Heretics and Heroes.

AN INSTANT NEW YORK TIMES BESTSELLER The untold stories behind The Office, one of the most iconic television shows of the twenty-first century, told by its creators, writers, and actors When did you last hang out with Jim, Pam, Dwight, Michael, and the rest of Dunder Mifflin? It might have been back in 2013, when the series finale aired . . . or it might have been last night, when you watched three episodes in a row. But either way, long after the show first aired, it's more popular than ever, and fans have only one problem—what to watch, or read, next. Fortunately, Rolling Stone writer Andy Greene has that answer. In his brand-new oral history, The Office: The Untold Story of the Greatest Sitcom of the 2000s, Greene will take readers behind the scenes of their favorite moments and characters. Greene gives us the true inside story behind the entire show, from its origins on the BBC through its impressive nine-season run in America, with in-depth research and exclusive interviews. Fans will get the inside scoop on key episodes from "The Dundies" to "Threat Level Midnight" and "Goodbye, Michael," including behind-the-scenes details like the battle to keep it on the air when NBC wanted to pull the plug after just six episodes and the failed attempt to bring in James Gandolfini as the new boss after Steve Carell left, spotlighting the incredible, genre-redefining show created by the family-like team, who together took a quirky British import with dicey prospects and turned it into a primetime giant with true historical and cultural significance. Hilarious, heartwarming, and revelatory, The Office gives fans and pop culture buffs a front-row seat to the phenomenal sequence of events that launched The Office into wild popularity, changing the face of television and how we all see our office lives for decades to come.

A New York Times Book Review Editors' Choice "A brilliant and empathetic guide to the far corners of global capitalism." --Jenny Odell, author of How to Do Nothing From FSGO x Logic: stories about rural China, food, and tech that reveal new truths about the globalized world In Blockchain Chicken Farm, the technologist and writer Xiaowei Wang explores the political and social entanglements of technology in rural China. Their discoveries force them to challenge the standard idea that rural culture and people are backward, conservative, and intolerant. Instead, they find that rural China has not only adapted to rapid globalization but has actually innovated the technology we all use today. From pork farmers using AI to produce the perfect pig, to disruptive luxury counterfeits and the political intersections of e-commerce villages, Wang unravels the ties between globalization, technology, agriculture, and commerce in unprecedented fashion. Accompanied by humorous "Sinofuturist" recipes that frame meals as they transform under new technology, Blockchain Chicken Farm is an original and probing look into innovation, connectivity, and collaboration in the digitized rural world. FSG Originals x Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many

