

Case In Point Complete Case Interview Preparation 7th Edition

In Case in Point: Crafting Your Consulting Career, Piekara distills information garnered over his years in the industry by sharing anecdotes, his own experiences, insights gained through hundred of informational interviews, and wisdom from nearly 20 consultants who have had to navigate countless critical decisions throughout their careers. This digestible, reader-friendly guide provides timeless lessons for consultants, no matter their career stage.

Case in Point 9. 1Complete Case Interview Preparation

Crack the Case System is a complete training program, covering every aspect of the infamous "case interview" favored by top management consulting firms and a growing number of Fortune 500 companies. David Ohrvall's step-by-step approach combines practical instruction on structuring, analytics and communication, as well as insider tips and insights gained from training thousands of candidates. CTCS includes over 150 bonus videos on mbacase.com, 42 practice cases, homework and drills. About the author: David Ohrvall is the global expert on the topic of case interviews. A dynamic and sought-after speaker, he trains several thousand MBAs and undergraduates each year at premiere business schools around the world, including Wharton, Stanford, Harvard Business School, Chicago Booth, Duke's Fuqua School of Business, INSEAD, Oxford and Cambridge. David also has an extensive private coaching practice that has helped launch hundreds of candidates into consulting, venture capital, and a variety of industries. David is a former management consultant (Bain & Company), and a graduate of the Wharton School (MBA & undergrad). Learn more about David at www.mbacase.com.

Game-changing tips and tricks to nail the case interview and launch your consulting career. Management consultants Destin Whitehurst and Erin Robinson give you need-to-know techniques for polishing your poise and tightening your case interview skills. 20 Days to Ace the Case Interview preps you with the nuts and bolts of the case interview process with daily exercises, mock interviews, and industry know-how designed to help you ace your interview. Think of this book as your twenty-day intensive, management consulting boot camp, the perfect supplement to your arsenal of case interview lessons and material. With this guidebook, you will: Gain day-by-day structure: Daily case interview exercises progressively prep you Ask the right questions: Fundamental frameworks teach you exactly what to ask under pressure Learn from the pros: Review real-life stories from consulting experts Uncover unique strategies: Discover custom-developed case interview tips straight from the authors Go off script: Adapt what you've learned with our bonus case interview guides

"If more business books were as useful, concise, and just plain fun to read as THE MCKINSEY WAY, the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT. "Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its

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elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, *THE MCKINSEY WAY* is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

Climate change: watershed or endgame? In this compelling new book, Noam Chomsky, the world's leading public intellectual, and Robert Pollin, a renowned progressive economist, map out the catastrophic consequences of unchecked climate change—and present a realistic blueprint for change: the Green New Deal. Together, Chomsky and Pollin show how the forecasts for a hotter planet strain the imagination: vast stretches of the Earth will become uninhabitable, plagued by extreme weather, drought, rising seas, and crop failure. Arguing against the misplaced fear of economic disaster and unemployment arising from the transition to a green economy, they show how this bogus concern encourages climate denialism. Humanity must stop burning fossil fuels within the next thirty years and do so in a way that improves living standards and opportunities for working people. This is the goal of the Green New Deal and, as the authors make clear, it is entirely feasible. Climate change is an emergency that cannot be ignored. This book shows how it can be overcome both politically and economically.

How many pizzas are delivered in Manhattan? How do you design an alarm clock for the blind? What is your favorite piece of software and why? How would you launch a video rental service in India? This book will teach you how to answer these questions and more. *Cracking the PM Interview* is a comprehensive book about landing a product management role in a startup or bigger tech company. Learn how the ambiguously-named "PM" (product manager / program manager) role varies across companies, what experience you need, how to make your existing experience translate, what a great PM resume and cover letter look like, and finally, how to master the interview: estimation questions, behavioral questions, case questions, product questions, technical questions, and the super important "pitch."

Presents a case of scandal, crime, and justice in medieval France, where a Norman knight returns from Scotland and finds his wife accusing an old friend and fellow courtier of raping her, leading to a battle to the death.

The use of complex graphs in case interviews has exploded. You have a very short time to look at the graph, analyze it, extract what's important and apply it to your answer. This book was designed to help you understand the role of graphs in consulting (both during an interview and on the job). The authors introduce the Ivy Graph Framework, which will allow you to analyze 11 of the most popular graphs quickly, completely, and with great confidence. In addition the book provides ten sophisticated cases with numerous graphs per case and allows you to see how these cases unfold. There is nothing else out there like it!

To land a management consulting job at any of the top firms, including McKinsey, Bain, BCG, Deloitte, Oliver Wyman, and Accenture, you must get through several rounds of case interviews. Whether your interview is in a few weeks or even tomorrow, this book is written to get you the maximum amount of knowledge in the least amount of time. Think of this book as taking the express lane towards beginning to master consulting case interviews. I cut out all of the filler material that some other consulting books have, and tell you everything that you need to know in a clear and direct way. With this

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shortcut guide, you will: Understand and become proficient at the nine different parts of a case interview, and know exactly what to say and do in each step Learn the only framework strategy that you need to memorize to craft unique and tailored frameworks for every possible case scenario Gain knowledge of basic business terms and principles so that you can develop an astute business intuition Acquire the skills to solve any market sizing or other quantitative problem Uncover how to differentiate yourself from the thousands of other candidates who are fighting to get the same job you are Practice your case interview skills with included practice cases and sample answers

Top consulting firms like McKinsey, BCG, and Bain only hire about 1% of their job applicants. Becoming a management consultant is difficult, but it is possible if you use a proven approach at each stage of the process. Cracking Case Interviews is a comprehensive "one-stop shop" for landing a job in consulting. This book will help you: Write the perfect consulting resume and cover letter that gets multiple interview invitations from top consultancies Learn the 7 different parts of a case interview and exactly what you need to do in each step Master maths tips and tricks to solve market sizing and other case interview questions quickly and accurately Discover the most commonly used frameworks in consulting and how you can use them for inspiration, without over-relying on them Practice with 5 full-length sample cases that are based on McKinsey, BCG, and Bain case interviews Prepare answers to behavioural interview questions, like "Why consulting?", "Why McKinsey?", or "Tell me about a time you led a team." Max Serrano and Jonathon Yarde are former consultants and instructors at IGotAnOffer, the #1 website for case interview preparation, which has helped place over 2,000 applicants in consulting careers since 2015. This book translates the countless hours the authors have spent coaching undergraduates, MBAs, PhDs, MDs, JDs, and experienced hires on their consulting applications.

Packed with insights and brainstorming exercises for establishing the McKinsey mindset, this book is an in-depth guidebook for applying McKinsey methods in any industry and organizational environment. Taking a step-by-step approach, The McKinsey Mind looks at the McKinsey mystique from every angle. Owners, executives, consultants, and team leaders can look to this comprehensive treatment for ways to: Follow McKinsey's MECE (mutually exclusive, collectively exhaustive) line of attack Frame business problems to make them susceptible to rigorous fact-based analysis Use the same fact-based analysis in conjunction with gut instinct to make strategic decisions Conduct meaningful interviews and effectively summarize the content of those interviews Analyze the data to find out the so what Clearly communicate fact-based solutions to all pertinent decision makers Capture and manage the knowledge in any organization to maximize its value

This publication is the official theory test book for car drivers, compiled by the Driver and Vehicle Standards Agency. It contains multiple choice questions from the whole theory test question bank, with answers and explanations, dealing with topics such as: alertness and attitude, vehicle safety and handling, safety margins, hazard awareness, vulnerable road users, motorway rules and rules of the road, road and traffic signs, documents, accidents, and vehicle loading.

"Authorized by Instant Pot"--Page 4 of cover.

The Wall Street Journal calls Case in Point the MBA Bible! Cosentino demystifies the

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consulting case interview. He takes you inside a typical interview by exploring the various types of case questions and he shares with you the acclaimed Ivy Case System which will give you the confidence to answer even the most sophisticated cases. Complex problem solving is the core skill for 21st Century Teams Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In *Bulletproof Problem Solving: The One Skill That Changes Everything* you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at. The problem-solving technique outlined in this book is based on a highly visual, logic-tree method that can be applied to everything from everyday decisions to strategic issues in business to global social challenges. The authors, with decades of experience at McKinsey and Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. With this bulletproof approach to defining, unpacking, understanding, and ultimately solving problems, you'll have a personal superpower for developing compelling solutions in your workplace. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ Learn how a simple visual system can help you break down and understand the component parts of even the most complex problems Build team brainstorming techniques that fight cognitive bias, streamline workplanning, and speed solutions Know when and how to employ modern analytic tools and techniques from machine learning to game theory Learn how to structure and communicate your findings to convince audiences and compel action The secrets revealed in *Bulletproof Problem Solving* will transform the way you approach problems and take you to the next level of business and personal success.

The ultimate guide for anyone wondering how President Joe Biden will respond to the COVID-19 pandemic—all his plans, goals, and executive orders in response to the coronavirus crisis. Shortly after being inaugurated as the 46th President of the United States, Joe Biden and his administration released this 200 page guide detailing his plans to respond to the coronavirus pandemic. The National Strategy for the COVID-19 Response and Pandemic Preparedness breaks down seven crucial goals of President Joe Biden's administration with regards to the coronavirus pandemic: 1. Restore trust with the American people. 2. Mount a safe, effective, and comprehensive vaccination campaign. 3. Mitigate spread through expanding masking, testing, data, treatments, health care workforce, and clear public health standards. 4. Immediately expand emergency relief and exercise the Defense Production Act. 5. Safely reopen schools, businesses, and travel while protecting workers. 6. Protect those most at risk and advance equity, including across racial, ethnic and rural/urban lines. 7. Restore U.S. leadership globally and build better preparedness for future threats. Each of these goals are explained and detailed in the book, with evidence about the current circumstances and how we got here, as well as plans and concrete steps to achieve each goal. Also included is the full text of the many Executive Orders that will be issued by President Biden to achieve each of these goals. The National Strategy for the COVID-19 Response and Pandemic Preparedness is required reading for anyone interested in or concerned about the COVID-19 pandemic and its effects on American society.

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In "The Ultimate Case Interview Workbook," you'll sharpen your case interview skills to dominate your upcoming interview and land your dream consulting job. Taylor Warfield, a former Bain management consultant and interviewer, provides essential practice problems and challenging cases to develop the skills needed to get multiple job offers. Use this workbook to access: 65+ problems tailored towards each type of question in case interviews Feel confident across a range of interview questions including framework questions, market sizing problems, profitability assessments, breakeven analysis, charts & graphs analysis, brainstorming questions, and other qualitative questions 15 full-length cases based on McKinsey, BCG, and Bain interviews Build business acumen across a variety of industries (e.g., technology, retail, healthcare, energy, finance, non-profit) and functions (e.g., strategy, operations) Efficient practice that can be done individually or with a partner Save yourself time by working through carefully crafted practice problems and cases that teach you a new concept, strategy, or takeaway each time Warfield's former students include undergraduates, MBAs, advanced degree holders, and experienced hires. They have landed job offers at top consulting firms, including McKinsey, BCG, Bain, Deloitte, L.E.K., Oliver Wyman, and Accenture as well as at Fortune 500 strategy groups. "I felt really confident after my McKinsey interview - this book's cases prepared me perfectly! They were very similar to the ones I received in my first and final round interviews." -McKinsey Consultant, Wharton MBA Candidate "I had very little time before my next BCG interview. This book provided me with plenty of practice that I could do by myself. After working through these cases, I felt excited going into my interviews." -BCG Associate, Experienced Hire "These cases were much higher quality than those found in other case books. The explanations were detailed and thorough and I got to practice thinking like a true consultant." -Bain Consultant, Stanford Undergraduate Also visit HackingTheCaseInterview.com for a one-week online crash course to pass your upcoming interview.

Learn how to speak with confidence when addressing CEOs and General Managers. The book puts you inside the CEOs head so you know how they think and how they get influenced.

The Case Interview Workbook contains 60 case questions for management consulting interviews, with complete solutions. Every case is compiled and edited by a team of ex-consultants from McKinsey & Company, the Boston Consulting Group, and Bain & Company. This book fills the gap left by others by providing you with plenty of high-quality cases to practice on before your interview. Many cases are from actual interviews at the top-tier firms and cannot be found elsewhere. After working through this book, you will be prepared for every type of case question you may encounter: market sizing, estimation, operations, industry analysis, pricing, growth strategy, marketing, investment, M&A, market entry, customer segmentation, profitability, valuation, logic, issue identification, cost analysis, market expansion, and brainteasers, to name a few. These cases will help you prepare for interviews at leading management consulting firms, including McKinsey & Company, The Boston Consulting Group, Bain & Company, Oliver Wyman, Strategy& (formerly Booz & Company), A.T. Kearney, Roland Berger, and L.E.K, as well as for consulting roles at large firms such as Accenture, Deloitte, PwC, EY, and KPMG. Note that is a workbook, designed to complement other preparation books. You will have a hard time solving these cases

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without learning first elsewhere how to do so, e.g. which frameworks to use, how to use them, and how to structure a solution.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER NATIONAL INDIE BESTSELLER THE WASHINGTON POST BESTSELLER Recommended by Entertainment Weekly, Real Simple, NPR, Slate, and Oprah Magazine #1 Library Reads Pick—October 2020 #1 Indie Next Pick—October 2020 BOOK OF THE YEAR (2020) FINALIST—Book of The Month Club A “Best Of” Book From: Oprah Mag * CNN * Amazon * Amazon Editors * NPR * Goodreads * Bustle * PopSugar * BuzzFeed * Barnes & Noble * Kirkus Reviews * Lambda Literary * Nerdette * The Nerd Daily * Polygon * Library Reads * io9 * Smart Bitches Trashy Books * LiteraryHub * Medium * BookBub * The Mary Sue * Chicago Tribune * NY Daily News * SyFy Wire * Powells.com * Bookish * Book Riot * Library Reads Voter Favorite * In the vein of *The Time Traveler’s Wife* and *Life After Life*, *The Invisible Life of Addie LaRue* is New York Times bestselling author V. E. Schwab’s genre-defying tour de force. A Life No One Will Remember. A Story You Will Never Forget. France, 1714: in a moment of desperation, a young woman makes a Faustian bargain to live forever—and is cursed to be forgotten by everyone she meets. Thus begins the extraordinary life of Addie LaRue, and a dazzling adventure that will play out across centuries and continents, across history and art, as a young woman learns how far she will go to leave her mark on the world. But everything changes when, after nearly 300 years, Addie stumbles across a young man in a hidden bookstore and he remembers her name. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

From the creator of the popular website *Ask a Manager* and New York’s work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There’s a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don’t know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You’ll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate’s loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s *Ask a Manager* column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “*Ask a Manager* is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

A collection of the best thinking from one of the most innovative management consulting firms

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in the world For more than forty years, The Boston Consulting Group has been shaping strategic thinking in business. The Boston Consulting Group on Strategy offers a broad and up-to-date selection of the firm's best ideas on strategy with fresh ideas, insights, and practical lessons for managers, executives, and entrepreneurs in every industry. Here's a sampling of the provocative thinking you'll find inside: "You have to be the scientist of your own life and be astonished four times: at what is, what always has been, what once was, and what could be." "The majority of products in most companies are cash traps . . . [They] are not only worthless, but a perpetual drain on corporate resources." "Use more debt than your competition or get out of the business." "When information flows freely, reputation, more than reciprocity, becomes the basis for trust." "As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation." "When brands become business systems, brand management becomes far too important to leave to the marketing department." "The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra." "Most of our organizations today derive from a model whose original purpose was to control creativity." "Rather than being an obstacle, uncertainty is the very engine of transformation in a business, a continuous source of new opportunities." "IP assets lack clear property lines. Every bit of intellectual property you can own comes with connections to other valuable innovations." Cheng, a former McKinsey management consultant, reveals his proven, insider's method for acing the case interview.

Case interviews come in all formats. The key, as an interviewee, is being prepared. Know what the interviewer is looking for, know the industry/sector, the jargon, the constraints and stakeholders, and how people in the industry operate. Government and nonprofit cases span a wide variety of problems, issues, stakeholders, and politics, which makes them trickier than private sector case interviews.

In 1967, after a session with a psychiatrist she'd never seen before, eighteen-year-old Susanna Kaysen was put in a taxi and sent to McLean Hospital. She spent most of the next two years in the ward for teenage girls in a psychiatric hospital as renowned for its famous clientele—Sylvia Plath, Robert Lowell, James Taylor, and Ray Charles—as for its progressive methods of treating those who could afford its sanctuary. Kaysen's memoir encompasses horror and razor-edged perception while providing vivid portraits of her fellow patients and their keepers. It is a brilliant evocation of a "parallel universe" set within the kaleidoscopically shifting landscape of the late sixties. *Girl, Interrupted* is a clear-sighted, unflinching document that gives lasting and specific dimension to our definitions of sane and insane, mental illness and recovery.

"The ultimate job interview book! A systematic, foolproof way to generate offers. No job seeker should be without it." -National Job Market "The programmed system works because it is a simple, practical, proven way to interview properly. Use it to win the interview and win the job!" -Mary Lyon, Associated Press "Allen's 'Q&A' interview approach eliminates the fear of the unknown, replaces it with the confidence of knowing what to expect, and trains the applicant to get job offers." -Kimberly A. Hellyar, Director, Training Consultants International What is a job interview anyway? Is it an objective examination of your experience, skills, and work ethic? Not quite. It's a screen test. You're the actor. In this bestselling guide, Jeff Allen, the world's leading authority on the interview process, shows you how getting hired depends almost completely on the "actor factor." If you know your lines, perfect your delivery, and dress for the part, you'll get hired. If you don't, you won't. In *The Complete Q&A Job Interview Book*, Jeff develops your own personalized interview script to prepare you in advance for any question that comes your way. Covering questions on everything from personal background to management ability and technological know-how, he gives you a fail-safe delivery format for responding the right way every time. This new edition has been updated to guide you through today's changing job market, and includes an entirely new chapter on dealing with the latest open-ended interrogation

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questions. If getting a job is playing a part, this is your starring role. Follow the director, and you'll be a superstar!

#1 NEW YORK TIMES BESTSELLER • OPRAH'S BOOK CLUB PICK • NATIONAL BOOK AWARD LONGLIST • "An instant American classic and almost certainly the keynote nonfiction book of the American century thus far."—Dwight Garner, *The New York Times* The Pulitzer Prize-winning, bestselling author of *The Warmth of Other Suns* examines the unspoken caste system that has shaped America and shows how our lives today are still defined by a hierarchy of human divisions. NAMED THE #1 NONFICTION BOOK OF THE YEAR BY TIME, ONE OF THE TEN BEST BOOKS OF THE YEAR BY *People* • *The Washington Post* • *Publishers Weekly* AND ONE OF THE BEST BOOKS OF THE YEAR BY *The New York Times Book Review* • *O: The Oprah Magazine* • NPR • Bloomberg • *Christian Science Monitor* • *New York Post* • *The New York Public Library* • *Fortune* • *Smithsonian Magazine* • *Marie Claire* • *Town & Country* • *Slate* • *Library Journal* • *Kirkus Reviews* • *LibraryReads* • *PopMatters* Winner of the Los Angeles Times Book Prize • National Book Critics Circle Award Finalist • Dayton Literary Peace Prize Finalist • PEN/John Kenneth Galbraith Award for Nonfiction Finalist • PEN/Jean Stein Book Award Longlist "As we go about our daily lives, caste is the wordless usher in a darkened theater, flashlight cast down in the aisles, guiding us to our assigned seats for a performance. The hierarchy of caste is not about feelings or morality. It is about power—which groups have it and which do not." In this brilliant book, Isabel Wilkerson gives us a masterful portrait of an unseen phenomenon in America as she explores, through an immersive, deeply researched narrative and stories about real people, how America today and throughout its history has been shaped by a hidden caste system, a rigid hierarchy of human rankings. Beyond race, class, or other factors, there is a powerful caste system that influences people's lives and behavior and the nation's fate. Linking the caste systems of America, India, and Nazi Germany, Wilkerson explores eight pillars that underlie caste systems across civilizations, including divine will, bloodlines, stigma, and more. Using riveting stories about people—including Martin Luther King, Jr., baseball's Satchel Paige, a single father and his toddler son, Wilkerson herself, and many others—she shows the ways that the insidious undertow of caste is experienced every day. She documents how the Nazis studied the racial systems in America to plan their out-cast of the Jews; she discusses why the cruel logic of caste requires that there be a bottom rung for those in the middle to measure themselves against; she writes about the surprising health costs of caste, in depression and life expectancy, and the effects of this hierarchy on our culture and politics. Finally, she points forward to ways America can move beyond the artificial and destructive separations of human divisions, toward hope in our common humanity. Beautifully written, original, and revealing, *Caste: The Origins of Our Discontents* is an eye-opening story of people and history, and a reexamination of what lies under the surface of ordinary lives and of American life today.

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder

The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We

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interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction.

"Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Why are business case competitions important? They teach future leaders how to translate classroom knowledge into positive results. Analyzing a situation, diagnosing a problem, formulating and presenting a recommendation, and gaining approval from executive leadership is one of the best processes you can learn in business school to ensure success. You are not only codifying textbook learning, you are also learning to incorporate it with teamwork, interpersonal communication, and influence. Experts Jason Rife, Kara Kravetz Cupoli, and Marc Cosentino share insight and tips in this must-have guide.

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