

Chaos Monkeys Obscene Fortune And Random Failure In Silicon Valley

A Wall Street Journal Business Bestseller: This "vivid" inside story of WeWork and its CEO tells the remarkable saga of one of the most audacious, and improbable, rises and falls in American business history (Ken Auletta). Christened a potential savior of Silicon Valley's startup culture, Adam Neumann was set to take WeWork, his office share company disrupting the commercial real estate market, public, cash out on the company's forty-seven billion dollar valuation, and break the string of major startups unable to deliver to shareholders. But as employees knew, and investors soon found out, WeWork's capital was built on promises that the company was more than a real estate purveyor, that in fact it was a transformational technology company. Veteran journalist Reeves Weideman dives deep into WeWork and its CEO's astronomical rise, from the marijuana and tequila-filled board rooms to cult-like company summer camps and consciousness-raising with Anthony Kiedis. Billion Dollar Loser is a character-driven business narrative that captures, through the fascinating psyche of a billionaire founder and his wife and co-founder, the slippery state of global capitalism. A Wall Street Journal Business Bestseller "Vivid, carefully reported drama that readers will gulp down as if it were a fast-paced novel" (Ken Auletta)

The #1 New York Times and Wall Street Journal bestseller from Steve Case—the co-founder of AOL—presents "a compelling roadmap for the future...that can help us make sense of the technological changes reshaping our economy and the world. A fascinating read" (Sheryl Sandberg, Facebook COO and founder of LeanIn.org). Steve Case—a pioneer who made the Internet part of everyday life—was on the leading edge of a revolution in 1985 when he co-founded AOL, the first Internet company to go public and the most successful business of the 1990s. Back then Case was an entrepreneur in an industry that hadn't really been invented yet, but he had a sense how dramatically the Internet would transform business and society. In *The Third Wave*, he uses his insights garnered from nearly four decades of working as an innovator, investor, and businessman to argue the importance of entrepreneurship and to chart a path for future innovators. We are entering, as Case explains, the "Third Wave" of the Internet. The first wave saw AOL and other companies lay the foundation for consumers to connect to the Internet. The second wave saw companies like Google and Facebook build on top of the Internet to create search and social networking capabilities, while apps like Snapchat and Instagram leveraged the smartphone revolution. Now, Case argues, we're entering the Third Wave: a period in which entrepreneurs will vastly transform major "real world" sectors such as health, education, transportation, energy, and food—and in the process change the way we live our daily lives. Part memoir, part manifesto, and part playbook for the future, *The Third Wave* explains the ways in which newly emerging technology companies will have to rethink their relationships with customers, with competitors, and with governments; and offers advice for how entrepreneurs can make winning business decisions and strategies—and how all of us can make sense of this ever-changing digital age.

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of *The Everything Store* Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

"A fascinating, thought-provoking, hilarious, and sometimes harrowing account of current work culture."---Gretchen Rubin, #1 New York Times bestselling author of *The Happiness Project* Why do so many people hate their jobs? *Lab Rats* is a groundbreaking, examination of how the half-baked ideas of Silicon Valley and its "new oligarchs" have changed the way we work, damaged our brains, and left us poorer and insecure. After publishing *Disrupted*, his bestselling memoir of his disastrous experience working for a young tech company, Dan Lyons watched, astonished, as hundreds of readers wrote to him with their own harrowing stories of discrimination on the job, fear-mongering managers, and companies denigrating employees in pursuit of quick profit. The problems he had identified in the start-up world, Lyons realized, are infecting virtually every kind of job in America--at a time when companies are giving more lip service than ever about happy employees. What happened to work? Who is responsible? And does any company have a model for doing it right? As Lyons ventured across America in pursuit of answers, he came to identify "Four Factors," a series of ideas that have broken the social contract that once existed between companies and their employees. These new, often dystopian notions about work have made millions subject to constant change, dehumanizing technologies, and even health risks. A few companies, however, get it right. With *Lab Rats*, Lyons makes a passionate plea for business leaders to understand this dangerous transformation and offers a way out--"an approach to work and business that puts people first, profitably serves customers, and makes the world a little bit better in the process" (Tom Peters, New York Times bestselling author of *In Search of Excellence*).

The facilitation of knowledge work or what is increasingly known as "Case Management" represents the next imperative in office automation. The desire to fully support knowledge workers within the workplace is not new. What's new is that recent advances in Information Technology now make the management of unpredictable circumstances a practical reality. There's now a groundswell of interest in a more flexible, dynamic approach to supporting knowledge work. The facilitation of knowledge work or what is increasingly known as "Case Management" represents the next imperative in office automation. The desire to fully support knowledge workers within the workplace is not new. What's new is that recent advances in Information Technology now make the management of unpredictable circumstances a practical reality. There's now a groundswell of interest in a more flexible, dynamic approach to supporting knowledge work. Here are examples of what recognized experts have recently written on the topic: Advancing to support more knowledge work is the goal of many organizations, thus there is a new groundswell of activity around unstructured processes. - Jim Sinur, VP of Research, Gartner I think a sea change is coming in the process world. -Connie Moore, Research Vice President, Forrester The sea of change Moore refers to is about technology that is able to support knowledge workers. The work of a knowledge worker is by its nature unpredictable and can not be

handled by more formalized process definition techniques. For executives and managers of knowledge workers, "Mastering the Unpredictable" will: Explain the need and why previous technological approaches don't meet the need Explain the current technology gap, and the new technology that can close the gap Lay out the options that can increase the efficiency and effectiveness of their organizations Equip them to best take advantage of this evolving trend

"Find out how to successfully resolve your most emotionally charged conflicts. In this landmark book, world-renowned Harvard negotiation expert Daniel Shapiro presents a groundbreaking, practical method to reconcile your most contentious relationships and untangle your toughest conflicts. Before you get into your next conflict, read *Negotiating the Nonnegotiable*. It is not just "another book on conflict resolution," but a crucial step-by-step guide to resolve life's most emotionally challenging conflicts--whether between spouses, a parent and child, a boss and an employee, or rival communities or nations. These conflicts can feel nonnegotiable because they threaten your identity and trigger what Shapiro calls the Tribes Effect, a divisive mind-set that pits you against the other side. Once you fall prey to this mind-set, even a trivial argument with a family member or colleague can mushroom into an emotional uproar. Shapiro offers a powerful way out, drawing on his pioneering research and global fieldwork in consulting for everyone from heads of state to business leaders, embattled marital couples to families in crisis. And he also shares his insights from negotiating with three of the world's toughest negotiators--his three young sons. This is a must read to improve your professional and personal relationships"--

Go on an unforgettable journey, with a woman who has unimaginable strength. Stephanie Nielson began sharing her life in 2005 on nieniedialogues.com, drawing readers in with her warmth and candor. She quickly attracted a loyal following that was captivated by the upbeat mother happily raising her young children, madly in love with her husband, Christian (Mr. Nielson to her readers), and filled with gratitude for her blessed life. However, everything changed in an instant on a sunny day in August 2008, when Stephanie and Christian were in a horrific plane crash. Christian was burned over 40 percent of his body, and Stephanie was on the brink of death, with burns over 80 percent of her body. She would remain in a coma for four months. In the aftermath of this harrowing tragedy, Stephanie maintained a stunning sense of humor, optimism, and resilience. She has since shared this strength of spirit with others through her blog, in magazine features, and on *The Oprah Winfrey Show*. Now, in this moving memoir, Stephanie tells the full, extraordinary story of her unlikely recovery and the incredible love behind it--from a riveting account of the crash to all that followed in its wake. With vivid detail, Stephanie recounts her emotional and physical journey, from her first painful days after awakening from the coma to the first time she saw her face in the mirror, the first kiss she shared with Christian after the accident, and the first time she talked to her children after their long separation. She also reflects back on life before the accident, to her happy childhood as one of nine siblings, her close-knit community and strong Mormon faith, and her fairy-tale love story, all of which became her foundation of strength as she rebuilt her life. What emerges from the wreckage of a tragic accident is a unique perspective on joy, beauty, and overcoming adversity that is as gripping as it is inspirational. *Heaven Is Here* is a poignant reminder of how faith and family, love and community can bolster us, sustain us, and quite literally, in some cases, save us.

From the host of *Anthony Bourdain: Parts Unknown* and bestselling author of *Kitchen Confidential*, this wonderful book sees Bourdain travelling the world discovering exotic foods. Dodging minefields in Cambodia, diving into the icy waters outside a Russian bath, Chef Bourdain travels the world over in search of the ultimate meal. The only thing Anthony Bourdain loves as much as cooking is traveling, and *A Cook's Tour* is the shotgun marriage of his two greatest passions. Inspired by the question, 'What would be the perfect meal?', Anthony sets out on a quest for his culinary holy grail. Our adventurous chef starts out in Japan, where he eats traditional Fugu, a poisonous blowfish which can be prepared only by specially licensed chefs. He then travels to Cambodia, up the mine-studded road to Pailin into autonomous Khmer Rouge territory and to Phnom Penh's Gun Club, where local fare is served up alongside a menu of available firearms. In Saigon, he's treated to a sustaining meal of live Cobra heart before moving on to savor a snack with the Viet Cong in the Mecong Delta. Further west, *Kitchen Confidential* fans will recognize the Gironde of Tony's youth, the first stop on his European itinerary. And from France, it's on to Portugal, where an entire village has been fattening a pig for months in anticipation of his arrival. And we're only halfway around the globe. . . *A Cook's Tour* recounts, in Bourdain's inimitable style, the adventures and misadventures of America's favorite chef.

Now available in paperback—with a new preface and interview with Jessica Livingston about *Y Combinator!* *Founders at Work: Stories of Startups' Early Days* is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

As enlightening as *The Facebook Effect*, *Elon Musk*, and *Chaos Monkeys*—the compelling, behind-the-scenes story of the creation of one of the most essential applications ever devised, and the rag-tag team that built it and changed how we navigate the world *Never Lost Again* chronicles the evolution of mapping technology—the "overnight success twenty years in the making." Bill Kilday takes us behind the scenes of the tech's development, and introduces to the team that gave us not only Google Maps but Google Earth, and most recently, Pokémon GO. He takes us back to the beginning to Keyhole—a cash-strapped startup mapping company started by a small-town Texas boy named John Hanke, that nearly folded when the tech bubble burst. While a contract with the CIA kept them afloat, the company's big break came with the first invasion of Iraq; CNN used their technology to cover the war and made it famous. Then Google came on the scene, buying the company and relaunching the software as Google Maps and Google Earth. Eventually, Hanke's original company was spun back out of Google, and is now responsible for Pokémon GO and the upcoming *Harry Potter: Wizards Unite*. Kilday, the marketing director for Keyhole and Google Maps, was there from the earliest days, and offers a personal look behind the scenes at the tech and the minds developing it. But this book isn't only a look back at the past; it is also a glimpse of what's to come. Kilday reveals how emerging map-based technologies including virtual reality and driverless cars are going to upend our lives once again. *Never Lost Again* shows us how our worldview changed dramatically as a result of vision, imagination, and implementation. It's a crazy story. And it all started with a really good map.

The dramatic, unlikely story behind the founding of Twitter, by New York Times bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, *Hatching Twitter* takes readers behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, venture capital, and Silicon Valley culture. *Graywolf* reissues one of its most successful essay collections with two new essays and a new foreword by Charles Baxter. As much a rumination on the state of literature as a technical manual for aspiring writers, *Burning Down the House* has been enjoyed by readers and taught in classrooms for more than a decade. Readers are rewarded with thoughtful analysis, humorous one-liners, and plenty of brushfires that continue burning long after the book is closed.

Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley | SummaryThe Facebook building looks like an aquarium. The merit of each office depends on approximation to Mark Zuckerberg or Sheryl, his advocate. If you are an important team member, they want you close. That said, you should know the ad team is located in an entirely different building. As the Facebook team meets, smart phones beep and flash. Antonio needs to implement ad initiatives, but Sheryl has already given him advice on what to say. Sheryl sees everything before Zuckerberg, and if ads and marketing ideas aren't prepared correctly, he gets bored and loses focus. This particular meeting dealt with social plugins to create an interactive Facebook. Instead of simply using Facebook data, they wanted to use all tracking history, using computer data to track interests of Facebook users. Additionally, they wanted to begin retargeting, which caused some controversy. No one really understood how it would all fit together, and no one could predict profits. Eventually, retargeting was approved but the plug-ins were denied. This is a summary and analysis of the book and NOT the original book. This Book Contains: * Summary Of The Entire Book * Chapter By Chapter Breakdown * Analysis Of The Reading Experience Download Your Copy Today

According to *The Waiter*, eighty percent of customers are nice people just looking for something to eat. The remaining twenty percent, however, are socially maladjusted psychopaths. *Waiter Rant* offers the server's unique point of view, replete with tales of customer stupidity, arrogant misbehavior, and unseen bits of human grace transpiring in the most unlikely places. Through outrageous stories, *The Waiter* reveals the secrets to getting good service, proper tipping etiquette, and how to keep him from spitting in your food. *The Waiter* also shares his ongoing struggle, at age thirty-eight, to figure out if he can finally leave the first job at which he's truly thrived.

The time was the 1980s. The place was Wall Street. The game was called Liar's Poker. Michael Lewis was fresh out of Princeton and the London School of Economics when he landed a job at Salomon Brothers, one of Wall Street's premier investment firms. During the next three years, Lewis rose from callow trainee to bond salesman, raking in millions for the firm and cashing in on a modern-day gold rush. *Liar's Poker* is the culmination of those heady, frenzied years—a behind-the-scenes look at a unique and turbulent time in American business. From the frat-boy camaraderie of the forty-first-floor trading room to the killer instinct that made ambitious young men gamble everything on a high-stakes game of bluffing and deception, here is Michael Lewis's knowing and hilarious insider's account of an unprecedented era of greed, gluttony, and outrageous fortune.

NATIONAL BESTSELLER A thrilling new telling of the story of modern Canada's origins. The story of the Hudson's Bay Company, dramatic and adventurous and complex, is the story of modern Canada's creation. And yet it hasn't been told in a book for over thirty years, and never in such depth and vivid detail as in Stephen R. Bown's exciting new telling. The Company started out small in 1670, trading practical manufactured goods for furs with the Indigenous inhabitants of inland subarctic Canada. Controlled by a handful of English aristocrats, it expanded into a powerful political force that ruled the lives of many thousands of people—from the lowlands south and west of Hudson Bay, to the tundra, the great plains, the Rocky Mountains and the Pacific northwest. It transformed the culture and economy of many Indigenous groups and ended up as the most important political and economic force in northern and western North America. When the Company was faced with competition from French traders in the 1780s, the result was a bloody corporate battle, the coming of Governor George Simpson—one of the greatest villains in Canadian history—and the Company assuming political control and ruthless dominance. By the time its monopoly was rescinded after two hundred years, the Hudson's Bay Company had reworked the entire northern North American world. Stephen R. Bown has a scholar's profound knowledge and understanding of the Company's history, but wears his learning lightly in a narrative as compelling, and rich in well-drawn characters, as a page-turning novel.

Chaos Monkeys Obscene Fortune and Random Failure in Silicon Valley HarperCollins

INSTANT NEW YORK TIMES BESTSELLER An NPR Best Book of the Year “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it such a great read.” — Andrew Ross Sorkin, New York Times “Eye-popping.” — Vanity Fair *Liar's Poker* meets *The Social Network* in an irreverent exposé of life inside the tech bubble, from industry provocateur Antonio García Martínez, a former Twitter advisor, Facebook product manager and startup founder/CEO. The reality is, Silicon Valley capitalism is very simple: Investors are people with more money than time. Employees are people with more time than money. Entrepreneurs are the seductive go-between. Marketing is like sex: only losers pay for it. Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services' robustness—their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are society's chaos monkeys, disruptors testing and transforming every aspect of our lives, from transportation (Uber) and lodging (AirBnB) to television (Netflix) and dating (Tinder). One of Silicon Valley's most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook's nascent advertising team, turning its users' data into profit for COO Sheryl Sandberg and chairman and CEO Mark “Zuck” Zuckerberg. Forced out in the wake of an internal product war over the future of the company's monetization strategy, García Martínez eventually landed at rival Twitter. He also fathered two children with a woman he barely knew, committed lewd acts and brewed illegal beer on the Facebook campus (accidentally flooding Zuckerberg's desk), lived on a sailboat, raced sport cars on the 101, and enthusiastically pursued the life of an overpaid Silicon Valley wastrel. Now, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future. Weighing in on everything from startups and credit derivatives to Big Brother and data tracking, social media monetization and digital “privacy,” García Martínez shares his scathing observations and outrageous antics, taking us on a humorous, subversive tour of the fascinatingly insular tech industry. *Chaos Monkeys* lays bare the hijinks, trade secrets, and power plays of the visionaries, grunts, sociopaths, opportunists, accidental tourists, and money cowboys who are revolutionizing our world. The question is, will we survive?

From his impoverished childhood in segregated pre-war Louisiana to his audience with Bill Clinton at the White House, Ward Connerly's panoramic book spans a civil rights story that's making headlines from coast to coast. Since 1995, when Connerly first burst onto the American scene as the University of California Regent who forced the nation's largest public university to become color blind in its admissions policies, Connerly has led a national campaign to end race preference. In 1996, he passed Proposition 209 in California and two years later he led I-200, an identical measure, to victory in Washington state. He is now battling Governor Jeb Bush in Florida as he attempts to put a Florida Civil Rights Initiative on the ballot there. A personal book that gives the inside story of Connerly's battle against race preferences, *Creating Equal* names names and tells it like it is. It is destined to provoke debate from the dining room table to the halls of Congress. Connerly's encounters with the great and near great ranging from Jesse Jackson and Al Gore to Bill Clinton and Rupert Murdoch illuminate this book that has been praised by writers such as Shelby Steele. Illustrated with family and political photographs.

In the words of economist and scholar Arnold Kling, Martin Gurri saw it coming. Technology has categorically reversed the information balance of power between the public and the elites who manage the great hierarchical institutions of the industrial age government, political parties, the media. *The Revolt of the Public* tells the story of how insurgencies, enabled by digital devices and a vast information sphere, have mobilized millions of ordinary people around the world. Originally published in 2014, this updated edition of *The Revolt of the Public* includes an extensive analysis of Donald Trump's improbable rise to the presidency and the electoral triumphs of Brexit and concludes with a speculative look forward, pondering whether the current elite class can bring about a reformation of the democratic process, and whether new organizing principles, adapted to a digital world, can arise out of the present political turbulence. "All over the world, elite institutions from governments to media to academia are losing their authority and monopoly control of information to dynamic amateurs and the broader public. This book, until now only in samizdat (and Kindle) form, has been my #1 handout for the last several years to anyone seeking to understand this unfolding shift in power from hierarchies to networks in the age of the Internet." --Marc Andreessen, co-founder, Netscape and Andreessen Horowitz "We are in an open war between publics with passionate and untutored interests and elites who believe they have the right to guide those publics. Gurri asks the essential question: can liberal representative democracy survive the rise of the publics? --Roger Berkowitz, Founder and Academic Director of the Hannah Arendt Center, Professor of Politics and Human Rights at Bard College

Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously told...compelling history" (*The New York Times*) of the men and women who chased innovation, and ended up changing the world. *Troublemakers* is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account...a sturdy, skillfully constructed work" (*Kirkus Reviews*), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force" (*The Christian Science Monitor*). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.

An instant *New York Times* bestseller, Dan Lyons' "hysterical" (*Recode*) memoir, hailed by the *Los Angeles Times* as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at *Newsweek* told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

"This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 *New York Times* bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, *Valley of Genius* takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

Franchise Your Growth Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship

#1 Best-Seller in 5 Startup & Entrepreneurship Categories *Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: * IGNITE EXPLOSIVE GROWTH by creating a remarkable product * Identify the ONLY 3 METRICS THAT MATTER * Explore valuable VIRAL GROWTH strategies to grow rapidly * Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users * Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

Biz Stone, the co-founder of Twitter, discusses the power of creativity and how to harness it, through stories from his remarkable life and career. THINGS A LITTLE BIRD TOLD ME From GQ's "Nerd of the Year" to one of Time's most influential people in the world, Biz Stone represents different things to different people. But he is known to all as the creative, effervescent, funny, charmingly positive and remarkably savvy co-founder of Twitter—the social media platform that singlehandedly changed the way the world works. Now, Biz tells fascinating, pivotal, and personal stories from his early life and his careers at Google and Twitter, sharing his knowledge about the nature and importance of ingenuity today. In Biz's world: -Opportunity can be manufactured -Great work comes from abandoning a linear way of thinking -Creativity never runs out -Asking questions is free -Empathy is core to personal and global success In this book, Biz also addresses failure, the value of vulnerability, ambition, and corporate culture. Whether seeking behind-the-scenes stories, advice, or wisdom and principles from one of the most successful businessmen of the new century, THINGS A LITTLE BIRD TOLD ME will satisfy every reader.

The instant New York Times bestseller, now available in paperback and featuring a new afterword from the author—the insider's guide to the Facebook/Cambridge Analytica scandal, the inner workings of the tech world, and who really runs Silicon Valley “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it such a great read.” — Andrew Ross Sorkin, New York Times Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services’ robustness—their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are society’s chaos monkeys. One of Silicon Valley’s most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook’s nascent advertising team. Forced out in the wake of an internal product war over the future of the company’s monetization strategy, García Martínez eventually landed at rival Twitter. In Chaos Monkeys, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future.

One of New York Magazine's best books on Silicon Valley! The true, behind-the-scenes history of the people who built Silicon Valley and shaped Big Tech in America Long before Margaret O'Mara became one of our most consequential historians of the American-led digital revolution, she worked in the White House of Bill Clinton and Al Gore in the earliest days of the commercial Internet. There she saw firsthand how deeply intertwined Silicon Valley was with the federal government—and always had been—and how shallow the common understanding of the secrets of the Valley's success actually was. Now, after almost five years of pioneering research, O'Mara has produced the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects. Deploying a wonderfully rich and diverse cast of protagonists, from the justly famous to the unjustly obscure, across four generations of explosive growth in the Valley, from the forties to the present, O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. She is on the ground with all of the key tech companies, chronicling the evolution in their offerings through each successive era, and she has a profound fingertip feel for the politics of the sector and its relation to the larger cultural narrative about tech as it has evolved over the years. Perhaps most impressive, O'Mara has penetrated the inner kingdom of tech venture capital firms, the insular and still remarkably old-boy world that became the cockpit of American capitalism and the crucible for bringing technological innovation to market, or not. The transformation of big tech into the engine room of the American economy and the nexus of so many of our hopes and dreams—and, increasingly, our nightmares—can be understood, in Margaret O'Mara's masterful hands, as the story of

one California valley. As her majestic history makes clear, its fate is the fate of us all.

Before *The Perfect Storm*, before *In the Heart of the Sea*, Steven Callahan's dramatic tale of survival at sea was on the New York Times bestseller list for more than thirty-six weeks. In some ways the model for the new wave of adventure books, *Adrift* is an undeniable seafaring classic, a riveting firsthand account by the only man known to have survived more than a month alone at sea, fighting for his life in an inflatable raft after his small sloop capsized only six days out. "Utterly absorbing" (*Newsweek*), *Adrift* is a must-have for any adventure library.

Virginia Heffernan "melds the personal with the increasingly universal in a highly informative analysis of what the Internet is—and can be. A thoroughly engrossing examination of the Internet's past, present, and future" (*Kirkus Reviews*, starred review) from one of the best living writers of English prose. This book makes a bold claim: The Internet is among mankind's great masterpieces—a massive work of art. As an idea, it rivals monotheism. But its cultural potential and its societal impact often elude us. In this deep and thoughtful book, Virginia Heffernan reveals the logic and aesthetics behind the Internet, just as Susan Sontag did for photography and Marshall McLuhan did for television. Life online, in the highly visual, social, portable, and global incarnation rewards certain virtues. The new medium favors speed, accuracy, wit, prolificacy, and versatility, and its form and functions are changing how we perceive, experience, and understand the world. In "sumptuous writing, saturated with observations that are simultaneously personal, cultural, and strikingly original" (*The New Republic*), Heffernan presents "a revealing look at how the Internet continues to reshape our lives emotionally, visually, and culturally" (*The Smithsonian Magazine*). "Magic and Loss is an illuminating guide to the Internet...it is impossible to come away from this book without sharing some of Heffernan's awe for this brave new world" (*The Wall Street Journal*).

This book takes us for the first time into the heart of the fast growing information empire of Facebook, inviting us to high level meetings with Mark Zuckerberg; lifting the veil on long nights of relentless hacking and trolling; taking us behind the scenes of raucous company parties; and introducing us to the personalities, values, and secret ambitions of the floppy haired boy wonders who are redefining the way we live, love, and work. By revealing here what is really driving both the business and the culture of the social network, the author answers the biggest question of all: What kind of world is Facebook trying to build, and is it the world we want to live in?

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its "digital DNA" in order to stop "doing digital" and start "being digital." Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by *The Technology Fallacy* will hold true through them all. A book in the *Management on the Cutting Edge* series, published in cooperation with MIT Sloan Management Review.

"Explanations about the extraordinary physics that invisibly guides our daily lives"--

So much to read, so little time? This brief overview of *Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley* tells you what you need to know—before or after you read Antonio García Martínez's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of *Chaos Monkeys* by Antonio García Martínez includes: Historical context Chapter-by-chapter overviews Character profiles Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About *Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley* by Antonio García Martínez: *Chaos Monkeys* is an autobiographical account of Antonio García Martínez's time in the exploding IT start-up scene in California, and his work as Facebook's marketing manager. He offers a scathing and hilarious analysis of the landscape of contemporary social media. Based on his own experience and observations, Martínez unpacks the problems of funding and developing new tech companies, and the even greater problems of working for a large, up-and-coming corporation run by a visionary—who isn't necessarily in it for the money. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

Personality tests. Team-building exercises. Forced Fun. Desktop surveillance. Open-plan offices. Acronyms. Diminishing job security. Hot desking. Pointless perks. Hackathons. If any of the above sound familiar, welcome to the modern economy. In this hilarious, but deadly serious book, bestselling author Dan Lyons looks at how the world of work has slowly morphed from one of unions and steady career progression to a dystopia made of bean bags and unpaid internships. And that's the 'good' jobs...With the same wit that made *Disrupted* an international bestseller, Lyons shows how the hypocrisy of Silicon Valley has now been exported globally to a job near you. Even low-grade employees are now expected to view their jobs with a cult-like fervour, despite diminishing prospects of promotion. From the gig economy to the new digital oligarchs, Lyons deliciously roasts the new work climate, while asking what can be done to recoup some sanity and dignity for the expanding class of middle-class serfs.

"Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the odds."—David Krane, CEO, Google Ventures "Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-read!"—Tony Fadell, Co-inventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and

Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In *Straight Talk for Startups* they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in *Straight Talk for Startups* include: The best ideas originate from founders who are users Create two business plans: an execution plan and an aspirational plan Net income is an option, but cash flow is a fact Don't accept money from strangers Personal wealth doesn't equal good investing Small boards are better than big ones Add independent board members for expertise and objectivity Too many unanimous board decisions are a sign of trouble Choose an acquirer, don't wait to be chosen Learn the rules by heart so you know when to break them Filled with helpful real-life examples and specific, actionable advice, *Straight Talk for Startups* is the ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

THE INSTANT NEW YORK TIMES BESTSELLER! Michael C. Bender, senior White House reporter for the Wall Street Journal, presents a deeply reported account of the 2020 presidential campaign that details how Donald J. Trump became the first incumbent in three decades to lose reelection—and the only one whose defeat culminated in a violent insurrection. Beginning with President Trump's first impeachment and ending with his second, *FRANKLY, WE DID WIN THIS ELECTION* chronicles the inside-the-room deliberations between Trump and his campaign team as they opened 2020 with a sleek political operation built to harness a surge of momentum from a bullish economy, a unified Republican Party, and a string of domestic and foreign policy successes—only to watch everything unravel when fortunes suddenly turned. With first-rate sourcing cultivated from five years of covering Trump in the White House and both of his campaigns, Bender brings readers inside the Oval Office, aboard Air Force One, and into the front row of the movement's signature mega-rallies for the story of an epic election-year convergence of COVID, economic collapse, and civil rights upheaval—and an unorthodox president's attempt to battle it all. Fresh interviews with Trump, key campaign advisers, and senior administration officials are paired with an exclusive collection of internal campaign memos, emails, and text messages for scores of never-before-reported details about the campaign. *FRANKLY, WE DID WIN THIS ELECTION* is the inside story of how Trump lost, and the definitive account of his final year in office that draws a straight line from the president's repeated insistence that he would never lose to the deadly storming of the U.S. Capitol that imperiled one of his most loyal lieutenants—his own vice president. "Get off your phone and read Jess Kimball Leslie's funny book!" -- Andy Cohen, host of Bravo's *Watch What Happens Live!* *Love My Computer Because My Friends Live in it* is a hilarious memoir of growing up in the early days of the Internet and celebrating technology's role in our lives. Coming of age in suburban Connecticut in the late '80s and early '90s, Jess Kimball Leslie looked to the nascent Internet to find the tribes she couldn't find IRL: fellow Bette Midler fans; women who seemed impossibly sure of their sexuality; interns trudging through similarly soul-crushing media jobs. Through effortlessly comedic storytelling and looks at tech through the ages (with photos!), Jess takes you on a journey through the hilarious times that technology and the Internet changed her life. From accounts of the lawless chat rooms of early AOL to the perpetual high school reunions that are modern-day Facebook and Instagram, Jess's essays paint a clear picture: That each of us has a much more twisted, meaningful, emotional relationship with the online world than we realize or let on.

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