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Crushing It! How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too HarperBusiness

Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences--resulting in success previously believed to be unachievable. So once again, how well do you know your customers? In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in *What Customers Crave*, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate? Jam-packed with tools and examples, this must-have resource helps businesses reinvent how they engage with customers (both physical and virtual). Learn how to:

- Gain invaluable insights into who your customers are and what they care about
- Use

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listening posts and Contact Point Innovation to refine customer types• Engineer experiences for each micromarket that are not only exceptional, but insanely relevant• Connect across the five most important touchpoints• Co-create with your customers• And more!It's time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well! Is the financial plan of mediocrity -- a dream-stealing, soul-sucking dogma known as "The Slowlane" your plan for creating wealth? You know how it goes; it sounds a lil something like this: "Go to school, get a good job, save 10% of your paycheck, buy a used car, cancel the movie channels, quit drinking expensive Starbucks mocha lattes, save and penny-pinch your life away, trust your life-savings to the stock market, and one day, when you are oh, say, 65 years old, you can retire rich." The mainstream financial gurus have sold you blindly down the river to a great financial gamble: You've been hoodwinked to believe that wealth can be created by recklessly trusting in the uncontrollable and unpredictable markets: the housing market, the stock market, and the job market. This impotent financial gamble dubiously promises wealth in a wheelchair -- sacrifice your adult life for a financial plan that reaps dividends in the twilight of life. Accept the Slowlane as your blueprint for wealth and your financial future will

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blow carelessly asunder on a sailboat of HOPE: HOPE you can find a job and keep it, HOPE the stock market doesn't tank, HOPE the economy rebounds, HOPE, HOPE, and HOPE. Do you really want HOPE to be the centerpiece for your family's financial plan? Drive the Slowlane road and you will find your life deteriorate into a miserable exhibition about what you cannot do, versus what you can. For those who don't want a lifetime subscription to "settle-for-less" and a slight chance of elderly riches, there is an alternative; an expressway to extraordinary wealth that can burn a trail to financial independence faster than any road out there. Why jobs, 401(k)s, mutual funds, and 40-years of mindless frugality will never make you rich young. Why most entrepreneurs fail and how to immediately put the odds in your favor. The real law of wealth: Leverage this and wealth has no choice but to be magnetized to you. The leading cause of poorness: Change this and you change everything. How the rich really get rich - and no, it has nothing to do with a paycheck or a 401K match. Why the guru's grand deity - compound interest - is an impotent wealth accelerator. Why the guru myth of "do what you love" will most likely keep you poor, not rich. And 250+ more poverty busting distinctions... Demand the Fastlane, an alternative road-to-wealth; one that actually ignites dreams and creates millionaires young, not old. Change lanes and find your explosive wealth accelerator. Hit the Fastlane, crack

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the code to wealth, and find out how to live rich for a lifetime.

Empowering stories of game-changing women Dorothy Parker observed, “It’s a man’s world;” the lady entrepreneurs and game-changers profiled in *Women Who Launch* would beg to differ. Unlike the matrons of the 1950s-the women who lunched-these kick-ass females left their DNA in the annals of time. A history of women in business and beyond: Julia Ward-Howe showed what’s good for the goose is good for the gander when she created the Girl Scouts of America. Sara Joseph Hale-author of *Mary had a Little Lamb*- convinced Lincoln to launch a national day of thanks while Anna Jarvis persuaded President Wilson to initiate a day in tribute of mothers. Estee Lauder revolutionized the cosmetics industry. The tradition of these Mothers of Invention continued when, compliments of knitter Krista Suh, the heads of millions were adorned with pink, pussy-cat ears in the largest women's march in history. These women who launched prove-in the words of Rosie the Riveter, “We can do it!” *Biographies of women creators, innovators, and leaders: Women Who Launch* is filled with inspiring true stories of women activists, artists, entrepreneurs who launched some of the most famous companies, brands, and organizations today and changed the world. It is at once a collection of biographies and a testament of female empowerment. Readers will find:

- The stories behind renowned companies, brands, and organizations and

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the diverse women who launched them • Empowering quotes from strong women and those who refused to be kept down • Motivation to all women who want to succeed in their careers, launch companies, and change the world Find motivation in your career and life with the amazing history of women entrepreneurship, activism, and leadership.

Over 60 billion online messages are sent on digital platforms every day, and only a select few succeed in the mad scramble for customer attention. This means that the question for anyone who wants to gain mass exposure for their transformative content, business, or brand or connect with audiences around the globe is no longer if they should use social media but how to best take advantage of the numerous different platforms. How can you make a significant impact in the digital world and stand out among all the noise? Digital strategist and "growth hacker" Brendan Kane has the answer and will show you how—in 30 days or less. A wizard of the social media sphere, Kane has built online platforms for A-listers including Taylor Swift and Rihanna. He's advised brands such as MTV, Skechers, Vice and IKEA on how to establish and grow their digital audience and engagement. Kane has spent his career discovering the best tools to turn any no-name into a top influencer simply by speaking into a camera or publishing a popular blog—and now he'll share his secrets with you. In *One Million Followers*,

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Kane will teach you how to gain an authentic, dedicated, and diverse online following from scratch; create personal, unique, and valuable content that will engage your core audience; and build a multi-media brand through platforms like Facebook, Instagram, YouTube, Snapchat, and LinkedIn. Featuring in-depth interviews with celebrities, influencers, and marketing experts, including: • Chris Barton, cofounder and board director of Shazam and former head of Android business development for Google • Ray Chan, CEO and cofounder of 9GAG • Julius Dein, internet personality and magician with nearly 16 million Facebook followers • Mike Jurkovic, Emmy Award–winner and creative director of will.i.am and the Black Eyed Peas • Phil Ranta, former COO of Studio71 and VP of network at Fullscreen • Eamonn Carey, managing director at Techstars London • Jonathan Skogmo, founder and CEO of Jukin Media, Inc. • Jon Jashni, founder of Raintree Ventures and former president and chief creative officer of Legendary Entertainment One Million Followers is the ultimate guide to building your worldwide brand and unlocking all the benefits social media has to offer. It's time to stop being a follower and start being a leader.

Four-time New York Times bestselling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing

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their dreams by building thriving businesses and extraordinary personal brands. In his 2009 international bestseller *Crush It*, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success, In *Crushing It!*, Gary explains why that's even more true today, offering his unique perspective on what has changed and what principles remain timeless. He also shares stories from other entrepreneurs who have grown wealthier—and not just financially—than they ever imagined possible by following *Crush It* principles. The secret to their success (and Gary's) has everything to do with their understanding of the social media platforms, and their willingness to do whatever it took to make these tools work to their utmost potential. That's what *Crushing It!* teaches readers to do. In this lively, practical, and inspiring book, Gary dissects every current major social media platform so that anyone, from a plumber to a professional ice skater, will know exactly how to amplify his or her personal brand on each. He offers both theoretical and tactical advice on how to become the biggest thing on old standbys like Twitter, Facebook, YouTube, Instagram, Pinterest, and Snapchat; podcast platforms like Spotify, Soundcloud, iHeartRadio, and iTunes; and other emerging platforms such as Musical.ly. For those with more experience, *Crushing It!* illuminates some little-known nuances and provides innovative tips and clever tweaks proven to enhance more common tried-and-true strategies.

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Crushing It! is a state-of-the-art guide to building your own path to professional and financial success, but it's not about getting rich. It's a blueprint to living life on your own terms.

In Crush It!, online marketing trailblazer Gary Vaynerchuk tells business owners what they need to do to boost their sales using the internet—just as he has done to build his family's wine store from a \$4 million business to a \$60 million one. Crush It! will show readers how to find their passion, then step by step how to turn it into a flourishing, monetized business.

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

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companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We 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.

Fraser Doherty's 48-Hour-Start-Up is a handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly. Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn't cost a fortune? In the 48-Hour-Start-up, Fraser Doherty uses his experience building a multi million dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too. By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to: Come up with a business idea without the guesswork Create a kick-ass brand, website and on-line marketing campaign Promote your

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product The 48-Hour-Start Up pioneers the idea of a microbusiness, a creative outlet, income stream and business you can run in your spare time at the weekends without having to quit the day-job. This book is perfect for Young entrepreneurs Students learning about start-ups Established entrepreneurs looking for shortcuts Teams within corporates who want to create a more innovative and competitive environment" New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of Crush It! and The Thank You Economy with a fresh spin, Jab, Jab, Jab, Right Hook is a blueprint to social media marketing strategies that really works. When managers and marketers outline their social media strategies, they plan for the "right hook"—their next sale or campaign that's going to knock out the competition. Even companies committed to jabbing—patiently engaging with customers to build the relationships crucial to successful social media campaigns—want to land the punch that will take down their opponent or their customer's resistance in one blow. Right hooks convert traffic to sales and easily show results. Except when they don't. Thanks to massive change and proliferation in social media platforms, the winning combination of jabs and right hooks is different now. Vaynerchuk shows that while communication is still key, context matters more than ever. It's not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for

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Facebook, Instagram, Pinterest, Twitter, and Tumblr.

On Fire at Work flies in the face of other books on workplace culture by showing that employee engagement isn't the ultimate goal—it is merely the starting point. Renowned leadership expert Eric Chester has gone straight to the source—top-tier leaders of the world's best places to work to uncover their best practice strategies for getting employees to work harder, perform better, and stay longer. On Fire at Work features examples and original stories from exclusive personal interviews with over 25 founders/CEOs/presidents of companies like Marriott, Siemens, BB&T Bank, Wegmans, 7-Eleven, Hormel, Canadian WestJet, Ben & Jerry's, and The Container Store, along with smaller companies like Firehouse Subs, the Nerderly, and Build-A-Bear. The guiding principle is that any organization in any industry—from Fortune 500 firms to mom-and-pop shops—can learn how to bring out the very best in their employees. The book's content-rich research and conversational case study-based narrative make it a timely, actionable go-to reference on employee performance and productivity for C-level execs, corporate and government managers, HR professionals, and small business owners. On Fire at Work is a practical field guide that any organization can implement to build, not an engaged workforce, but a workforce that is on fire!

Hook Point: How to Stand Out in a 3-Second World, by out of the box thinker Brendan Kane, breaks down the most effective strategies to generate new opportunities,

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innovate and scale your business, and create a compelling brand--both online and off--so you can thrive in the new micro-attention world in which we live. A lot of people know who they are, what they do, and a few even know why they do it--but even when brands or individuals have clarity in these areas, they often struggle to grab a potential audience's attention for long enough to get them to learn about their attributes. Others have amazing products or services that fail to achieve great success because they don't know how to talk about what they do effectively. This is because digital and social media have reshaped our world into one of micro-attention. There are over sixty billion messages shared on digital platforms each day, and the average person is exposed to between four thousand to ten thousand ads a day. This bombardment of stimuli has changed the way we communicate and market content both online and off. In fact, research shows that you have less than three seconds to capture a person's attention. With such a short window of time, we need to hook audiences quickly, efficiently, and consistently if we want to successfully fuel brand awareness and growth. Luckily, Brendan Kane, an out of the box thinker and strategist who's built platforms for celebrities like Taylor Swift and Rhianna, and worked with Fortune 500 companies like Paramount, Viacom, and MTV has mastered the art of standing out. In *Hook Point: How to Stand Out in a 3-Second World* he reveals the power of hook points--a communication tool that helps marketers package their messages in a succinct, attention-grabbing way that leads to better opportunities both online and off. Whether

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you're promoting a brand, product, or service this book is the essential guide for making it in our three-second world.

You are just one small step away from the life you know you deserve. It's time to leverage your life. Life Leverage means taking control of your life, easily balancing your work and free time, making the most money with the minimum time input & wastage, and living a happier and more successful life. Using Rob Moore's remarkable Life Leverage model, you'll quickly banish & outsource all your confusion, frustration and stress & live your ideal, globally mobile life, doing more of what you love on your own terms. Learn how to: - Live a life of clarity & purpose, merging your passion & profession - Make money & make a difference, banishing work unhappiness - Use the fast-start wealth strategies of the new tech-rich - Maximise the time you have; don't waste a moment by outsourcing everything - Leverage all the things in your life that don't make you feel alive 'This book shows you how to get more done, faster and easier than you ever thought possible. A great book that will change your life'. Brian Tracy, bestselling author of Eat That Frog

The Social's finance expert connects money and happiness in this fresh, feel-good guide to financial well-being Everything tells us that what will make us happy can be bought, whether it's the latest gadgets, renovated kitchens, or luxury goods. But research has shown that having more money in the bank and more stuff around the house doesn't necessarily correlate with being a happier person. With Happy Go

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Money, financial expert Melissa Leong cuts through the noise to show you how to get the most delight for your dollar. Happy Go Money combines happiness psychology and personal finance and distills it into an indispensable starter guide. Each snappy chapter provides practical, easy-to-understand advice on topics such as spending, budgeting, investing, and mindfulness, while weaving in research, interactive exercises, and relatable anecdotes. Frank, funny, and empowering, this primer challenges everyone to revamp their relationship with their money so they can dial down their worries and supersize their joy.

#1 New Book for Entrepreneurs as seen on Forbes.com, Inc.com & Mashable.com You have the Big Idea, the drive and ambition. You see the market, and you've identified the customers. You want to be wildly successful. You wonder, how certain entrepreneurs have achieved success without a fancy education or unlimited access to capital. Enter Bill Green, a serial entrepreneur. Using his own impressive business achievements (and his few fiascos), Green provides the reader with the practical tools needed to launch their Big Idea or improve their existing business. In a unique, humorous, and impassioned style, Bill shares 101 key insights he has gleaned over a 40-year business career that began with a single flea market table. He shares the lessons he learned that allowed him to leverage his flea market business table into one of the largest industrial distribution companies in the country and how he subsequently successfully invested in or founded numerous companies across multiple end markets. His message is

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universal and is the ideal road map for anyone who might wonder how the Bill Greens of the business world do what they do so well.

An Invitation to Discover Personal Freedom, Authentic Relationships, and Limitless Possibility What is the greatest obstacle to your fulfillment, success, and happiness? “It’s the belief,” teaches Fleet Maull, “that your current situation, whatever it is, has the power to determine your future.” Before he was a revered meditation teacher, Fleet Maull served 14 years in prison for drug trafficking. And during that time, he embarked on a path of transformation and service that today has helped tens of thousands—from inmates to hospice patients to top-level business leaders. With Radical Responsibility, he invites us to experience for ourselves the life-changing journey from victim to co-creator. Here, he guides us step by step to shift our fear-based conditioning into the habits of courage, compassion, and positive change. Join him to delve deeply into:

- The complete Radical Responsibility® method for breaking free of your learned limitations and accessing limitless possibility
- Discovering basic goodness— your indestructible inner resource for happiness, connection, and strength
- Fleet Maull’s mindfulness-based emotional intelligence (MBEI) model—neuroscience-informed principles and tools for shedding shame and blame and embracing self-awareness, resilience, and freedom from our self-created suffering
- Getting off the Drama Triangle and into the Empowerment Zone—profound practices to transform interpersonal conflicts
- Creating your life plan—a clear and achievable map for living your highest purpose,

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and many other chapters of real-world-tested insights and strategies If you would like to take your life to the next level and truly optimize your health, relationships, career, and other life pursuits, Radical Responsibility will give you the expert guidance to move beyond the inner walls of your beliefs and realize your full potential. This book includes access to guided audio sessions for many of the exercises, available online.

The New York Times bestselling author draws from his popular show #AskGaryVee to offer surprising, often outrageous, and imminently useful and honest answers to everything you've ever wanted to know—and more—about navigating the new world. Gary Vaynerchuk—the inspiring and unconventional entrepreneur who introduced us to the concept of crush it—knows how to get things done, have fun, and be massively successful. A marketing and business genius, Gary had the foresight to go beyond traditional methods and use social media tools such as Twitter, Facebook, and YouTube to reach an untapped audience that continues to grow. #AskGaryVee showcases the most useful and interesting questions Gary has addressed on his popular show. Distilling and expanding on the podcast's most urgent and evergreen themes, Gary presents practical, timely, and timeless advice on marketing, social media, entrepreneurship, and everything else you've been afraid to ask but are dying to know. Gary gives you the insights and information you need on everything from effectively using Twitter to launching a small business, hiring superstars to creating a personal brand, launching products effectively to staying healthy—and even buying wine. Whether you're planning to start your own company, working in digital media, or have landed your first job in a traditional company, #AskGaryVee is your essential guide to making things happen in a big way.

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"The Entrepreneur's Solution" introduces the "Business Mastery Blueprint" and the concept of sustainable success---the new model for thriving in the twenty-first century, which replaces the old standard "model of mediocrity." New-millennium companies are blazing a very different path to an achievable and sustainable future. But what is the mind-set behind the methodology? In these pages, the potential entrepreneurs learn exactly "what it takes" to live a rich life on every level. The "Nine Entrepreneurial Essentials" that make up the "Three Elements of the Entrepreneurial Mind-Set", from the moment they are put into practice, become a game changer in growing a business and a meaningful life.

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism

Megabrand like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

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If this were 1923, this book would have been called "Why Radio Is Going to Change the Game" . . . If it were 1995, it would be "Why Amazon Is Going to Take Over the Retailing World" . . . The Thank You Economy is about something big, something greater than any single revolutionary platform. It isn't some abstract concept or wacky business strategy—it's real, and every one of us is doing business in it every day, whether we choose to recognize it or not. It's the way we communicate, the way we buy and sell, the way businesses and consumers interact online and offline. The Internet, where the Thank You Economy was born, has given consumers back their voice, and the tremendous power of their opinions via social media means that companies and brands have to compete on a whole different level than they used to. Gone are the days when a blizzard of marketing dollars could be used to overwhelm the airwaves, shut out the competition, and grab customer awareness. Now customers' demands for authenticity, originality, creativity, honesty, and good intent have made it necessary for companies and brands to revert to a level of customer service rarely seen since our great-grandparents' day, when business owners often knew their customers personally, and gave them individual attention. Here renowned entrepreneur Gary Vaynerchuk reveals how companies big and small can scale that kind of personal, one-on-one attention to their entire customer base, no matter how large, using the same social media platforms that carry consumer word of mouth. The Thank You Economy offers compelling, data-driven evidence that we have entered into an entirely new business era, one in which the companies that see the biggest returns won't be the ones that can throw the most money at an advertising campaign, but will be those that can prove they care about their customers more than anyone else. The businesses and brands that harness the word-of-mouth power from social media,

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those that can shift their culture to be more customer-aware and fan-friendly, will pull away from the pack and profit in today's markets. Filled with Vaynerchuk's irrepressible candor and wit, as well as real-world examples of companies that are profiting by putting Thank You Economy principles into practice, *The Thank You Economy* reveals how businesses can harness all the changes and challenges inherent in social media and turn them into tremendous opportunities for profit and growth.

The coauthors of the bestselling *Peak Performance* dive into the fascinating science behind passion, showing how it can lead to a rich and meaningful life while also illuminating the ways in which it is a double-edged sword. Here's how to cultivate a passion that will take you to great heights—while minimizing the risk of an equally great fall. Common advice is to find and follow your passion. A life of passion is a good life, or so we are told. But it's not that simple. Rarely is passion something that you just stumble upon, and the same drive that fuels breakthroughs—whether they're athletic, scientific, entrepreneurial, or artistic—can be every bit as destructive as it is productive. Yes, passion can be a wonderful gift, but only if you know how to channel it. If you're not careful, passion can become an awful curse, leading to endless seeking, suffering, and burnout. Brad Stulberg and Steve Magness once again team up, this time to demystify passion, showing readers how they can find and cultivate their passion, sustainably harness its power, and avoid its dangers. They ultimately argue that passion and balance--that other virtue touted by our culture--are incompatible, and that to find your passion, you must lose balance. And that's not always a bad thing. They show readers how to develop the right kind of passion, the kind that lets you achieve great things without ruining your life. Swift, compact, and powerful, this thought-provoking book combines captivating stories of

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extraordinarily passionate individuals with the latest science on the biological and psychological factors that give rise to—and every bit as important, sustain—passion. Your message has the ability to change someone’s life. The impact that the right message can have on someone at the right time in their life is immeasurable. It could help to save marriages, repair families, change someone’s health, grow a company or more... But only if you know how to get it into the hands of the people whose lives you have been called to change. Expert Secrets will put your message into the hands of people who need it.

From YouTube's Head of Culture and Trends, a rousing and illuminating behind-the-scenes exploration of internet video's massive impact on our world. Whether your favorite YouTube video is a cat on a Roomba, “Gangnam Style,” the “Bed Intruder” song, an ASAPscience explainer, Rebecca Black's “Friday,” or the “Evolution of Dance,” Kevin Allocca's Videocracy reveals how these beloved videos and famous trends--and many more--came to be and why they mean more than you might think. YouTube is the biggest pool of cultural data since the beginning of recorded communication, with four hundred hours of video uploaded every minute. (It would take you more than sixty-five years just to watch the vlogs, music videos, tutorials, and other content posted in a single day!) This activity reflects who we are, in all our glory and ignominy. As Allocca says, if aliens wanted to understand our planet, he'd give them Google. If they wanted to understand us, he'd give them YouTube. In Videocracy, Allocca lays bare what YouTube videos say about our society and how our actions online--watching, sharing, commenting on, and remixing the people and clips that captivate us--are changing the face of entertainment, advertising, politics, and more. Via YouTube, we are fueling social movements, enforcing human rights, and redefining art--a lot more than you'd expect from a

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bunch of viral clips.

“Simply put, Michael Dorf is a true hustler. When the internet upended the music business, he wasn’t romantic to the way things were done and like any great entrepreneur, focused on what’s happening today. It has been fun for me to watch Michael operate in this ever-changing world. There is a lot that can be learned from this man.”—Gary Vaynerchuk, Founder and CEO, VaynerMedia; and author, *Crushing It* As founder of the iconic Knitting Factory music venue in New York, Michael Dorf became one of the earliest pioneers of digital music in the 1990s and found himself addicted to the seductive promise of the Internet. But losing everything in the dot-com bust led to a renewed appreciation for the sensory pleasures of life and inspired him to gamble big with his latest crazy idea: Launching a wine-making facility in the middle of Manhattan for patrons who could also have dinner in a cozy three-hundred-seat venue while watching concerts by artists such as Elvis Costello, Steve Earle, Suzanne Vega, and Esperanza Spalding. After surviving another economic cataclysm—the Great Recession of 2008—Dorf found that his City Winery concept worked beautifully and he expanded it into a national network of clubs that continues to grow rapidly. Along the way, he realized why his venues are sold out nearly every night, from Boston to Nashville: Trapped in a digital bubble, increasingly separate from the real world, people are eager for the visceral, sensory experiences he offers. In *Indulge Your Senses: Scaling Intimacy in a Digital World*, Dorf tells riveting tales from his wild ride through three decades of business escapades and dispenses invaluable wisdom for readers—entrepreneurs, executives, students, professionals, lovers of music and wine—who are struggling to balance the virtual and the real in a world awash in technology. “Music, wine, food, and community—not only has Michael Dorf cracked the code on

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a recipe so many of us crave most in an increasingly disconnected world, he's also managed to grow a brilliantly successful business while listening to his gut and sticking to his values. It's a feat that all entrepreneurs would be wise to study closely." —Danny Meyer, CEO, Union Square Hospitality Group; Founder, Shake Shack; and author, *Setting the Table: The Transforming Power of Hospitality in Business* "The lessons learned in Michael Dorf's fascinating career make this as much a business book about how to thrive by indulging a customer's senses in our digital age as it is a gripping tale from an insider in the New York rock and jazz world during a period of massive technological change."—Steve Case, co-founder of the investment firm Revolution LLC and former CEO of AOL "Sonic Youth, Beck, John Zorn, Cecil Taylor—Michael Dorf showcased them all at his cutting-edge Knitting Factory. Neil Young, Aaron Neville, Macy Gray, Shawn Colvin—those artists and more have graced his upscale City Winery. It's hard to imagine anyone in New York who has presented more great live music over the past thirty years. This book is the colorful story of how Dorf pulled it off, both before and after the Internet upended the music industry and changed our lives forever. It's inspiring reading for anybody who cares about music, culture, and wine, and explains how to thrive by offering people a live experience they will always remember." —Rita Houston, WFUV Program Director

The author shares a series of tests along with insights from entrepreneurs on how to investigate the viability of a new business idea before trying to launch the business. Argues that the foundation of success in business and personal pursuits is building trust, and outlines how to implement the eight pillars of trust in order to enjoy better

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relationships, reputations, and results.

Full of entertaining stories and real-life illustrations, this classic book will give you the strategies you need to become proficient in the art of effective persuasion, including how to project warmth and integrity, increase productivity, overcome objections, and deal respectfully with challenging prospects. This new edition includes fresh opening and closing chapters as well as tips and examples throughout that illustrate the relevance of these truths in the marketplace today. Also includes a foreword written by Tom Ziglar.

New York Times bestselling sportswriter Michael Holley tells the inside story of how Paul Pierce, Ray Allen, and Kevin Garnett joined together to form the most dominant team in basketball and lead the Boston Celtics to their first championship in more than two decades. The first of "The Big Three" was Paul Pierce. As Boston Celtics fans watched the team retire Pierce's jersey in a ceremony on February 11, 2018, they remembered again the incredible performances Pierce put on in the city for fifteen years, helping the Celtics escape the bottom of their conference to become champions and perennial championship contenders. But Pierce's time in the city wasn't always so smooth. In 2000, he was stabbed in a downtown nightclub eleven times in a seemingly random attack. Six years later, remaining the sole star on a struggling team, he asked to be traded and briefly became a lightning rod among fans. Then, in 2007, the Boston Celtics General Manager made two monumental trades, bringing Ray Allen and Kevin

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Garnett to Boston. A press conference on July 31, 2007 was a sight to behold: Pierce, KG, and Ray Allen holding up Celtics jerseys for the flood of media. Coach Doc Rivers made sure the team bonded over the thought of winning a title and living by a Bantu term called Ubuntu, which translates as "I am because we are." Rivers wanted to make it clear that togetherness and brotherhood would help them maximize their talent and win. What came next -- the synthesis of the Celtics' "Big Three" and their dominant championship run -- cemented their standing as one of great teams in NBA history, a rival to Kobe Bryant's Lakers and LeBron James's Cavaliers. This is the team that brought excitement back to the Garden, and therefore to one of the most storied franchises in all of sports. They met their historic rivals, the Lakers, in the 2008 NBA Finals, winning the series in Game 6, in a rout on their home court with a raucous, concert like atmosphere. Along the victory parade route, Paul Pierce smoked a cigar -- as a tribute to legendary former Celtics Coach Red Auerbach. In a city now defined by a wealth of championships, "The Big Three" joined the club. Michael Holley, the premier chronicler of Boston sports, brings their story to life with countless untold stories and behind-the-scenes details in another bestselling tome for New England and sports fans across the country.

50% of small businesses don't make it 5 years. 90% of tech startups fail. These are common stats we hear often. If you are currently working in a corporation and thinking about taking the leap into entrepreneurship how do you decide you are ready? If you

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are new to the workforce and contemplating the choice between working for a startup or a corporation, what is the right choice if you want to own a startup on day? Did you know that the average age of most successful entrepreneurs is 40 with at least 6-10 years industry experience. Did you know that the average age of most successful entrepreneurs is 40 with at least 6 years industry experience? What if instead of pushing people to become entrepreneurs first, we enabled professionals to be better corporate entrepreneurs? aka intrapreneurs ? would the results be more successful entrepreneurs? Is the negative narrative around working for a corporation doing wannabe entrepreneurs a dis-service? Can we do better than the current startup success rate? Where would successful startups like Facebook that grew up to be corporations be without professional corporate operators? How to become a successful intrapreneur before you become an entrepreneur How to nurture entrepreneurial skills while working in a corporation

WALL STREET JOURNAL, LOS ANGELES TIMES, AND PUBLISHERS WEEKLY BESTSELLER • The Soulful Art of Persuasion is a revolutionary guide to becoming a master influencer in an age of distrust through the cultivation of character-building habits that are essential to both personal growth and sustained business success. This isn't a book full of tips and life-hacks. Instead, The Soulful Art of Persuasion will develop the habits that others want to be influenced by. This book is based on a radical idea: Persuasion isn't about facts and argument. It's all about personal character.

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Jason Harris, CEO of the powerhouse creative agency Mekanism, argues that genuine persuasion in the twenty-first century is about developing character rather than relying on the easy tactics of flattery, manipulation, and short-term gains. It is about engaging rather than insisting; it is about developing empathy and communicating your values. Based on his experience in and out of the boardroom, and drawing on the latest in-depth research on trust, influence, and habit formation, Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game.

E-Business Management: Integration of Web Technologies with Business Models contains a collection of articles by leading information systems researchers on important topics related to the development of e-business. The goal is to enhance the understanding of the state of the art in e-business, including the most current and forward-looking research. The book emphasizes both business practices and academic research made possible by the recent rapid advances in the applications of e-business technology. The book should help graduate students, researchers, and practitioners understand major e-business developments, how they will transform businesses, and the strategic implications to be drawn.

New York Times Bestseller “I want to rip out every page of this glorious book and hang them on my wall so that I can be surrounded by these incredible women all day long.”

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—Emma Straub, New York Times bestselling author of *The Vacationers* and *Modern Lovers* Over 100 exceptional and influential women describe how they embraced their creative spirit, overcame adversity, and sparked a global movement of entrepreneurship. Media titans and ceramicists, hoteliers and tattoo artists, comedians and architects—taken together, these profiles paint a beautiful picture of what happens when we pursue our passions and dreams.

“I highly advise anyone who has an interest in life online to get this book, sit down, and take notes because you're going to want to hear what Brittany has to say.” —Iskra Lawrence, Aerie Model and Instagram star (@iskra) If you've ever scrolled through your Instagram feed and thought, I wear clothes, eat avocado toast and like sunsets, why can't someone pay me to live my best life? this book is for you . . . Every one of your favorite influencers started with zero followers and had to make a lot of mistakes to get where they are today—earning more money each year than their parents made in the last decade. But to become a top creator, you need to understand the strategies behind the Insta-ready lifestyle . . . As nightlife blogger, then social media strategist, and now Senior Director of Influencer Strategy and Talent Partnerships at Hearst Magazines Digital Media, Brittany Hennessy has seen the role of influencers evolve and expand into something that few could have imagined when social media first emerged. She has unrivaled insight into where the branded content industry was, where it is, and where it's going. In this book she'll reveal how to: *Build an audience and keep them engaged *Package your brand and pitch your favorite companies *Monetize your influence and figure out how much to charge Plus tips on: *Landing an agent *Getting on the radar of your favorite

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sites *Praising a brand without alienating their competitors Whether you're just starting out or you're ready for bigger campaigns, Hennessy guides you through core influencer principles. From creating content worth double tapping and using hashtags to get discovered, to understanding FTC rules and delivering metrics, she'll show you how to elevate your profile, embrace your edge, and make money—all while doing what you love.

HOW WOULD IT FEEL TO HAVE THE BODY AND BUSINESS YOU'VE ALWAYS DREAMED OF? Mindset with Muscle takes you on a different transformation journey. Rather than hitting the gym and obsessing about success, this book brings you 'sets and reps for the brain'.

"A scathingly honest memoir of entrepreneurship's dark reality... I would advise every entrepreneur--or anyone who dreams of becoming one--to read this book." --Eric Schurenberg - CEO, Fast Company and Inc. A young tech entrepreneur's memoir of building his hugely successful company and the mental and physical price he paid for it At the age of twenty-six, John Roa was an aspiring but struggling entrepreneur. He was broke, racking up debt, and ready to give up on his dream of being self-made. In a final effort, he founded the design firm ÄKTA, which quickly became one of the fastest growing startups in America, and just five years later, he sold it for a fortune to Salesforce, the largest company in San Francisco. This is his account of rising from a self-described below-average student to becoming a poster boy for the successful young entrepreneur, while nearly destroying himself in the process. His journey is an absurd, twisting, and often comical story of talent, luck, rapidly changing technology, larger-than-life personalities, sex, gambling, and excessive alcohol and drug consumption—which ultimately took their toll, resulting in a spectacular burnout that he almost didn't survive. As he healed in the aftermath, he began to question the ethos that had brought

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him to that dark place, and over time, came to realize how common these debilitating issues are in entrepreneurship, even if they are rarely discussed openly. Rather than another glamorous rags-to-riches saga, *A Practical Way to Get Rich . . . and Die Trying* is a cautionary and deeply honest memoir about the price of success for ambitious young people, who are so often unprepared for the adversity, mental health issues, and abuse that can come along with “making it.” It also serves as the foundation for a campaign of honesty and vulnerability, in an industry that currently lacks both.

Say hello to YOUR version of uncommon success with a revolutionary 17-step roadmap to guide your journey to financial, location, and lifestyle freedom! Based on thousands of interviews from John Lee Dumas’ highly acclaimed podcast, *Entrepreneurs on Fire*, this revolutionary 17-step roadmap provides a proven path for entrepreneurs like you to achieve the financial, location, and lifestyle freedom you are capable of. Let *The Common Path to Uncommon Success* show you how. *The Common Path to Uncommon Success* will: Reveal the critical steps successful entrepreneurs take to achieve uncommon success. Dispel the doubts and fear you’re currently facing while providing a clear path to financial freedom and fulfillment. Ensure you avoid the pitfalls that have tripped up countless entrepreneurs. Provide a “Well of Knowledge” section for you to tap into anytime you’re in need of inspiration or motivation! JLD’s 17-step roadmap will help you accomplish your #1 goal in life, as it has for so many others, by showing you how to properly focus on your vision of success until it becomes your reality.

The author of the New York Times Bestseller *THE \$100 STARTUP*, shows how to launch a profitable side hustle in just 27 days. To some, the idea of quitting their day job to start a

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business is exhilarating. For others, it's terrifying. After all, a job that produces a steady paycheck can be difficult to give up. But in a time when businesses have so little loyalty to employees that the very notion of "job security" has become a punchline, wouldn't it be great to have an additional source of income to fall back on? And wouldn't it be great to make that happen without leaving your day job? Enter the Side Hustle. Based on detailed information from hundreds of case studies, Chris Guillebeau provides a step-by-step guide that anyone can use to create and launch a profitable project in less than a month. Designed for the busy and impatient, this plan will have you generating income immediately, without the risk of throwing yourself head first into the world of entrepreneurship. Whether you just want to make some extra money, or start something that may end up replacing your day job entirely, the side hustle is the new job security. When you generate income from multiple sources, it gives you options, and in today's world, options aren't just nice to have: they're essential. You don't need entrepreneurial experience to launch a profitable side hustle. You don't need a business degree, know how to code, or be an expert marketer. And you certainly don't need employees or investors. With this book as your guide, anyone can learn to build a fast track to freedom. Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

"The entrepreneur roller coaster: why now is the time to #JoinTheRide, will prepare you for the wild ride of entrepreneurship. It will warn you (of forthcoming fears, doubts, and the self-defeating conditioning of your upbringing and past), inoculate you (from the naysayers, dream-

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stealers, and pains of rejection and failure), and guide you (as you build those under-developed skills of independence, self-motivation, and self-accountability) safely past the landmines that blow up and cause the failure of 66 percent of all new businesses. You will learn the best strategies Darren has ever collected from the most successful people on the planet, covering the four essential skills necessary for entrepreneurial success: Sales, Recruiting, Leadership, and Productivity"--Amazon.com

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