

Libro Gratis Elon Musk Descargar Gratis Baja

A riveting and beautifully designed YA biography that shows how a once-bullied school boy became an iconic visionary who the New York Times described as "arguably the most important and successful entrepreneur in the world." Elon Musk is the visionary behind SpaceX and CEO of the electric car company Tesla. He is working on unique and daring improvements to both public transit and solar energy. And then, there's his highly-publicized plans for colonizing Mars... But behind the mind-blowing headlines and legendary drive is the story of a bullied and beaten school boy, who through creativity and determination decided to rewrite his story and find his own way to make the world a better place. And to do so with a sense of fun and style. From hosting raves to pay for college to re-writing the rules on space travel, Elon Musk has always gone his own way. And now, award-winning investigative journalist, Anna Crowley Redding takes readers on a well-researched trip through Elon's life and accomplishments.

The cofounder of Microsoft, Bill Gates helped transform society by ushering in the era of ubiquitous personal computing. This book examines the life and achievements of this standout American inventor and philanthropist. Bill Gates has been instrumental in creating and developing the home computing era that has thoroughly transformed nearly every aspect of our lives, from work to commerce to communication. Stepping down as CEO of Microsoft in 2000 after 25 years at the helm, he remained as chairman, a position he still holds. This book paints a vivid picture of Bill Gates that covers his early life and his years as an inquisitive and adventurous student to his experiences as a budding entrepreneur and billionaire philanthropist who has often been listed among the richest individuals in the world. Author Michael Becraft presents complete information on how Microsoft evolved, from the company's inception until Gates's departure from active leadership; documents the economic, ethical, financial, legal, management, and leadership applications inherent in Gates's work; and examines the criticism that Gates's actions and decisions have drawn throughout his career.

- Provides a balanced and unbiased account of Bill Gates that includes his own writings as well as criticisms of Gates's management style that allows readers to reach their own conclusions
- Documents Gates's philanthropic activities and commitment to dispersing some of his accumulated wealth to help those in need worldwide
- Includes images, timelines, and charts and graphs that enrich the reading experience as well as an extensive bibliography that provides researchers with easy access to original source documents

Elon Musk: Enterpreunership and Leadership Lessons Trying to get into the mindset and mentality of the greatest creators and gurus on the planet is, naturally, hard work. Whilst many of us will never be able to get that same level of achievement - or money in the bank - as the world's biggest entrepreneurs, we can find a way of taking the commitments that they put in place every day and making them work for ourselves. In this edition of Learn from the Masters, the reader will be able to take a closer look at Tesla Motors genius Elon Musk. As a truly enigmatic individual who has made significant change within the technological sector, Musk may be your catalyst towards self-learning and improvement in many different ways - if you can take some knowledge from what he thinks and believes, you will be able to improve your life. In here, you'll find seven Elon Musk popular quotes broken down to help you to: - Improve your performance and precision towards your goals. - Take yourself closer to what you hope to achieve. - Find the right path to genuine, long-term success. - Create a working method that enhances productivity and increases confidence. The Elon Musk Way: Learn your key to success through Elon Musk's Advice By using the information provided inside, you can find it much easier to deliver a collection of ideas built around improving yourself and ensuring you have no problems in commanding the right path when you're moving forward thanks to the wisdom provided by Musk Tags: Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance, Elon Musk books, tesla, Elon Musk, Elon Musk Book, Elon Musk Biography, Elon Musk Autobiography, Elon Musk Tesla, Elon Musk SpaceX, Elon Musk Ashlee Vance,

Whether it's climbing Everest, launching a business, applying for a dream job, or just finding happiness in everyday life, Steve Sims, founder of the luxury concierge service, Bluefish, reveals simple and effective ways to sharpen your mind, gain a new perspective, and achieve your goals. From helping a client get married in the Vatican, to charming and connecting with business mogul Elon Musk, Bluefish founder Steve Sims is known to make the impossible possible. Now, in his first book, he shares tips, techniques, and principles to break down any door and step onto whatever glamorous stage awaits you. By following Steve's succinct yet insightful advice—as well as inspiration gleaned from the moving stories of others—you, too, can transform your life and achieve the impossible.

A compilation of inspiring and motivational quotes from Elon Musk, "the world's most remarkable living entrepreneur" (Chris Anderson, curator of TED). Elon Musk, the South African-born

entrepreneur who made his first fortune with Internet companies such as PayPal, has risen to global prominence as the visionary CEO of both Tesla Motors and SpaceX, two companies with self-proclaimed missions to improve life as we know it and better secure the future of humanity. For the first time, the most insightful, thought-provoking, and revealing quotes from this entrepreneurial engineer have been compiled into a single book. Rocket Man: Elon Musk in His Own Words is a comprehensive guide to the inner workings of the man dubbed “the real Tony Stark.” Hundreds of his best quotes, comprising thoughts on business, clean energy, innovation, engineering, technology, space, electric vehicles, entrepreneurship, life lessons, and more, provide an intimate and direct look into Silicon Valley’s most ambitious industrialist. How could a young man who at one time seemed like “just” another Internet entrepreneur have gone on to build two highly disruptive companies and innovate technologies related to everything from electric batteries to rocket manufacturing? There’s no better way to learn than through his own words. This book curates Musk quotes from interviews, public appearances, online postings, company blogs, press releases, and more. What emerges is a “word portrait” of the man whose companies’ swift rise to the top will undoubtedly keep their status-quo competitors scrambling to keep up.

New York Times Best Seller How will Artificial Intelligence affect crime, war, justice, jobs, society and our very sense of being human? The rise of AI has the potential to transform our future more than any other technology—and there’s nobody better qualified or situated to explore that future than Max Tegmark, an MIT professor who’s helped mainstream research on how to keep AI beneficial. How can we grow our prosperity through automation without leaving people lacking income or purpose? What career advice should we give today’s kids? How can we make future AI systems more robust, so that they do what we want without crashing, malfunctioning or getting hacked? Should we fear an arms race in lethal autonomous weapons? Will machines eventually outsmart us at all tasks, replacing humans on the job market and perhaps altogether? Will AI help life flourish like never before or give us more power than we can handle? What sort of future do you want? This book empowers you to join what may be the most important conversation of our time. It doesn’t shy away from the full range of viewpoints or from the most controversial issues—from superintelligence to meaning, consciousness and the ultimate physical limits on life in the cosmos.

Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who parlayed a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure of his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style. In a story rich with anecdotes and the "rules of the road" of both Main Street and Wall Street, Sam Walton chronicles the inspiration, heart, and optimism that propelled him to lasso the American Dream.

The historic quest to rekindle the human exploration and colonization of space led by two rivals and their vast fortunes, egos, and visions of space as the next entrepreneurial frontier The Space Barons is the story of a group of billionaire entrepreneurs who are pouring their fortunes into the epic resurrection of the American space program. Nearly a half-century after Neil Armstrong walked on the moon, these Space Barons—most notably Elon Musk and Jeff Bezos, along with Richard Branson and Paul Allen—are using Silicon Valley-style innovation to dramatically lower the cost of space travel, and send humans even further than NASA has gone. These entrepreneurs have founded some of the biggest brands in the world—Amazon, Microsoft, Virgin, Tesla, PayPal—and upended industry after industry. Now they are pursuing the biggest disruption of all: space. Based on years of reporting and exclusive interviews with all four billionaires, this authoritative account is a dramatic tale of risk and high adventure, the birth of a new Space Age, fueled by some of the world's richest men as they struggle to end governments' monopoly on the cosmos. The Space Barons is also a story of rivalry—hard-charging startups warring with established contractors, and the personal clashes of the leaders of this new space movement, particularly Musk and Bezos, as they aim for the moon and Mars and beyond.

WHY YOU SHOULD READ THIS BOOK Everybody wants to know Mark Zuckerberg. Young people adore very much of this intelligent fellow. Girls would die for an hour with him (Sorry, Priscilla). Everyone -- just everyone wants a piece of him. Well, after all, the world is swarmed by 1.5 billion Digital Natives and Immigrants who make use of Facebook, the company he founded inside his cramped dorm-size room. Then here comes Elon Reeve Musk climbing up the ladder of the most influential and successful people to date. His name is already permanently imprinted on Forbes Magazine. Not only does he juggle leading and running today's biggest companies (note: plural form), but this guy is literally going for the moon--err, Mars, actually. Mr. Musk does not aim to conquer the world with his brilliance, ingenuity, and enormous confidence in human capabilities, but he is aiming to conquer the universe. To say that this man dares to push the envelope of the human knowledge is an understatement. Fédération Aéronautique Internationale, the sole governing body for the ultimate aerospace records, has awarded Musk with FAI Gold Space Medal. This is the same award that Astronaut Neil Armstrong. To know the reason behind this award, you simply have to flip one chapter after the other. This book illustrates how Elon Musk is thriving to satisfy everyone's futuristic fancies. This is not to hail him as the best man who ever worked on the face of the earth, but to prove his authenticity as a genius and as a man of vision. Table of Contents WHY YOU SHOULD READ THIS BOOK 2 THE MAKING OF ELON MUSK: 7 THE EARLY DAYS - CHILDHOOD, FAMILY, AND EDUCATION 7 Elon the Introvert 8 Elon's Educational Background 10 THE HEARTACHES OF THE YOUNG ELON 10 Elon's Pain Became a Family Affair 11 Elon's Pain Inspired his Plot to Escape 12 ELON MUSK AND HIS MATTERS OF THE HEART 13 LIFE-CHANGING CAREER OF ELON MUSK: 16 A QUICK LOOK AT COOL TWISTS AND TURNS OF ELON MUSK'S CAREER 16 SPACEX: THE BEGINNING, THE ACCOMPLISHMENTS, THE GOALS 19 SpaceX and its Milestones 21 Contract with NASA: The Flight of the Dragon 21 Meet Falcon 9 and Falcon Heavy 22 Falcon 9 22 Falcon Heavy 23 Elon Musk's Goal: Achieve REUSABILITY for humanity 24 SpaceX Funding Sources 24 TESLA MOTORS: 26 TESLA NOW AT A GLANCE 26 MANUFACTURING PLANTS 29 TESLA THEN: A STORY OF COLLECTIBLE CARDS, FRIENDSHIP, AND COLLISION BEFORE COLLABORATION 31 Meeting Elon Musk for the First time 33 Timing was Everything! 34 Roadster's Launch: Checkbook, Cocktails, and Characters 36 Musk vs Eberhard: The Collision of the Two Giants 37 The Elon Musk Era Unfolds 38 SOLARCITY: 40 SOLARCITY IN A NUTSHELL 40 What Makes SolarCity Different? 42 The SolarCity Project 43 SolarCity and the SMBs 43 ELON'S FORMULA FOR CLEAN ENERGY: SOLAR CITY PLUS TESLA BATTERY 45 SolarCity and its Aim to Go Global 46 HYPERLOOP: 48 HYPERLOOP AND ITS 3 P's: PRINCIPLE, PURPOSE, AND PREPARATION 48 The Science Behind the Hyperloop 51 The Hyperloop's Alpha Paper 51 The Latest on the Hyperloop Project 53 Elon Musk: Break a Pod! 54 THE FUTURE OF ELON MUSK 56 ELON MUSK: CULTIVATING HIS FUTURE ALONGSIDE A FUTURE FOR THE HUMANITY 56 On Battling with Climate Change 58 On strengthening transport sustainability 58 On the continuous flourish of Artificial Intelligence 58 The Future of Mr. Musk is Our Future 59 PERSONAL LIFE 61 Philanthropy 62 Marriages 63 TECHNOLOGICAL CONTROVERSIES AND LAWSUITS 65 Controversy on Subsidies 67 Controversy on Self-Driving Cars 68 Marketing of Electric Vehicles 70 People's Rating of Musk 72 THE FACTORIES AND AWARDS 75 Musk the Boss 78 Awards and Recognition 81 Tesla Rolls Out Better EV Batteries, 'Ludicrous Mode' 84 Tesla Model S Digital Weaknesses to Be Exposed By Hackers 87 Tesla Motors' Home Battery Pack 89 Elon Musk just announced 'Ludicrous Mode' for the Tesla Model S 89 SUMMARY AND CONCLUSION: 92 UNIQUE PATH TO SUCCESS 92 75 Inspirational Elon Musk's Quotes

An introduction to a broad range of topics in deep learning, covering mathematical and conceptual background, deep learning techniques used in industry, and research perspectives. “Written by three experts in the field, Deep Learning is the only comprehensive book on the subject.” —Elon Musk, cochair of OpenAI; cofounder and CEO of Tesla and SpaceX Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. Because the computer gathers knowledge from experience, there is no need for a human computer operator to formally specify all the knowledge that the computer needs. The hierarchy of concepts allows the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep. This book introduces a broad range of topics in deep learning. The text offers mathematical and conceptual background, covering relevant concepts in linear algebra, probability theory and information theory, numerical computation, and machine learning. It describes deep learning techniques used by practitioners in industry, including deep feedforward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology; and it surveys such applications as natural language processing, speech recognition, computer vision, online recommendation systems, bioinformatics, and videogames. Finally, the book offers research perspectives, covering such theoretical topics as linear factor models, autoencoders, representation learning, structured probabilistic models, Monte Carlo methods, the partition function, approximate inference, and deep generative models. Deep Learning can be used by undergraduate or graduate students planning careers in either industry or research, and by software engineers who want to begin using deep learning in their products or platforms. A website offers supplementary material for both readers and instructors.

The science behind the traits and quirks that drive creative geniuses to make spectacular breakthroughs What really distinguishes the people who literally change the world--those creative geniuses who give us one breakthrough after another? What differentiates Marie Curie or Elon Musk from the merely creative, the many one-hit wonders among us? Melissa Schilling, one of the world's leading experts on innovation, invites us into the lives of eight people--Albert Einstein, Benjamin Franklin, Elon Musk, Dean Kamen, Nikola Tesla, Marie Curie, Thomas Edison, and Steve Jobs--to identify the traits and experiences that drove them to make spectacular breakthroughs, over and over again. While all innovators possess incredible intellect, intellect alone, she shows, does not create a breakthrough innovator. It was their personal, social, and emotional quirks that enabled true genius to break through--not just once but again and again. Nearly all of the innovators, for example, exhibited high levels of social detachment that enabled them to break with norms, an almost maniacal faith in their ability to overcome obstacles, and a passionate idealism that pushed them to work with intensity even in the face of criticism or failure. While these individual traits would be unlikely to work in isolation--being unconventional without having high levels of confidence, effort, and goal directedness might, for example, result in rebellious behavior that does not lead to meaningful outcomes--together they can fuel both the ability and drive to pursue what others deem impossible. Schilling shares the science behind the convergence of traits that increases the likelihood of success. And, as Schilling also reveals, there is much to learn about nurturing breakthrough innovation in our own lives--in, for example, the way we run organizations, manage people, and even how we raise our children.

An in-depth look into the extraordinary life of the world's most important entrepreneur, Elon Musk This fascinating and easily accessible young readers' adaptation of Ashlee Vance's New York Times bestselling Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future features black-and-white photographs throughout and an epilogue. The version for adults has been praised as “riveting” (The Financial Times), “spirited” (The Wall Street Journal), and “masterful” (Vice). Now younger readers can read about this innovative leader who is revolutionizing three industries at once: space, automotive, and energy. There are few people in history who could match Elon Musk's relentless drive and vision. A modern combination of famous inventors and industrialists like Thomas Edison, Henry Ford, and Steve Jobs, Elon is the man behind companies such as SpaceX, Tesla Motors, SolarCity, and PayPal that are transforming the way we live. Written with exclusive access to Elon, his family, and his friends, this book traces Elon's journey from a kid in South Africa to a young man in the United States, his dramatic technical inventions, and his world-changing companies. Elon has sparked new levels of innovation in the world, and this book gives young readers a detailed but fast-paced look at his story. A Junior Library Guild Selection!

Inside 6 Business Biographies, you'll learn the secrets of the world's top business men, and how they rose to success. Have you ever wondered what separates a successful entrepreneur from an unsuccessful one? Many people have asked this exact same question over and over again. Unlike feel-good nonsense, we brought together a package of applicable information you can implement immediately. By applying the lessons of this book, your business and personal life will be better off. Best of all, each entrepreneur covered in this book is active today. We can look around and see the impact of these entrepreneurs in our daily lives. The combined magnitude of Jeff Bezos, Bill Gates, Elon Musk, Warren Buffett, Richard Branson and Jack Ma cannot be understated. They've shaped much of the world that we live in today. Biographies are of the best ways to crawl into the skin of a highly functioning person, and find out how they operate. Why spend years forging your own path when you can follow a proven blueprint? These 6 books come in a special all-in-one bundle package. With the variety entrepreneurs covered, you can always refer back to this book for critical lessons. Better yet, you can learn the overlapping lessons and habits these 6 entrepreneurs have in common. Discover how you can apply the lessons of the modern world's greatest entrepreneurs today!

A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic, controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics A New York Times Book Review Editors' Choice “Max Chafkin's The Contrarian is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It's also a disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America's relentless engine of creative destruction.”—Brad Stone, author of The Everything Store and Amazon Unbound Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. The Contrarian illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, The Contrarian is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry whose explosive growth and power is both thrilling and fraught with controversy.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder

Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of *The Culture Map* and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, *No Rules Rules* is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. *Crossing the Chasm* revolutionized how we think about new products in an existing market. *The Innovator's Dilemma* taught us about disrupting an aging market. Now, *Play Bigger* is transforming business once again, showing us how to create the market itself.

The fascinating story of how NASA sent humans to explore outer space, told through a treasure trove of historical documents--publishing in celebration of NASA's 60th anniversary and with a foreword by Bill Nye "An extremely useful and thought provoking documentary journey through the maze of space history. There is no wiser or more experienced navigator through the twists and turns and ups and downs than John Logsdon." -James Hansen, New York Times bestselling author of *First Man*, now a feature film starring Ryan Gosling and Claire Foy Among all the technological accomplishments of the last century, none has captured our imagination more deeply than the movement of humans into outer space. From Sputnik to SpaceX, the story of that journey--including the inside history of our voyages to the moon depicted in *First Man*--is told as never before in *The Penguin Book of Outer Space Exploration*. Renowned space historian John Logsdon traces the greatest moments in human spaceflight by weaving together essential, fascinating documents from NASA's history with his expert narrative guidance. Beginning with rocket genius Wernher von Braun's vision for voyaging to Mars, and closing with Elon Musk's contemporary plan to get there, this volume traces major events like the founding of NASA, the first American astronauts in space, the Apollo moon landings, the Challenger disaster, the daring Hubble Telescope repairs, and more. In these pages, we such gems as Eisenhower's reactions to Sputnik, the original NASA astronaut application, John Glenn's reflections on zero gravity, Kennedy's directives to go to the moon, discussions on what Neil Armstrong's first famous first words should be, firsthand accounts of spaceflight, and so much more.

From Panic to Power is Lucinda Bassett's inspiring account of the proven techniques she used to overcome anxiety disorder and regain control of her life. A bestseller with more than 72,000 hardcover copies sold, *From Panic to Power* offers techniques and skills to the ever-growing number of people who are adversely affected by today's overwhelmingly stressful environment. Lucinda Bassett's effective program, which teaches people how to think differently and respond in a less anxious way, is enabling hundreds of thousands all over the world to transform their draining doubts, fears, and anxieties into positive energy and newfound freedom. Her methods allow sufferers to gain a new understanding of themselves and their challenges when dealing with anxiety and teach effective skills to help transform negative self-talk and destructive worry habits into recently discovered compassion and confidence.

A USA Today New and Noteworthy Title “You’ll tell me if it ever starts getting genuinely insane, right?”—Elon Musk, TED interview Hamish McKenzie tells how a Silicon Valley start-up's wild dream came true. Tesla is a car company that stood up against not only the might of the government-backed Detroit car manufacturers but also the massive power of Big Oil and its benefactors, the infamous Koch brothers. The award-winning Tesla Model 3, a premium mass-market electric car that went on sale in 2018, has reconfigured the popular perception of Tesla and continues to transform the public's relationship with motor vehicles—much like Ford's Model T did nearly a century ago. At the same time, company CEO Elon Musk courts controversy and spars with critics through his Twitter account, just as Tesla's ever-increasing debt teeters on junk bond status.... As McKenzie's rigorously reported account shows, Tesla has triggered frenzied competition from newcomers and traditional automakers alike, but it retains an edge because of its expansive infrastructure and the stupendous battery factory it built in the Nevada desert. The popularity of electric cars is growing around the world, especially in China, and McKenzie interviews little-known titans who have the money and the market access to power a global electric car revolution quickly and decisively. Insane Mode started off as a feature on the dual-motor Tesla Model S, which gave the car Ferrari-like acceleration, but it's also the perfect description of the operating cycle of a company that has sworn it won't rest until every car on the road is electric. Here is a story about the very best kind of American ingenuity and its history-making potential. Buckle up!

A Wall Street Journal Business Bestseller “A deeply reported and business-savvy chronicle of Tesla's wild ride.” —Walter Isaacson, New York Times Book Review Power Play is the riveting inside story of Elon Musk and Tesla's bid to build the world's greatest car—from award-winning Wall Street Journal tech and auto reporter Tim Higgins Elon Musk is among the most controversial titans of Silicon Valley. To some he's a genius and a visionary; to others he's a mercurial huckster. Billions of dollars have been gained and lost on his tweets; his personal exploits are the stuff of tabloids. But for all his outrageous talk of mind-uploading and space travel, his most audacious vision is the one closest to the ground: the electric car. When Tesla was founded in the 2000s, electric cars were novelties, trotted out and thrown on the scrap heap by carmakers for more than a century. But where most onlookers saw only failure, a small band of Silicon Valley engineers and entrepreneurs saw opportunity. The gas-guzzling car was in need of disruption. They pitted themselves against the biggest, fiercest business rivals in the world, setting out to make a car that was quicker, sexier, smoother, cleaner than the competition. But as the saying goes, to make a small fortune in cars, start with a big fortune. Tesla would undergo a hellish fifteen years, beset by rivals, pressured by investors, hobbled by whistleblowers, buoyed by its loyal supporters. Musk himself would often prove Tesla's worst enemy—his antics more than once took the company he had initially funded largely with his own money to the brink of collapse. Was he an underdog, an antihero, a conman, or some combination of the three? Wall Street Journal tech and auto reporter Tim Higgins had a front-row seat for the drama: the pileups, wrestling for control, meltdowns, and the unlikeliest outcome of all, success. A story of power, recklessness, struggle, and triumph, Power Play is an exhilarating look at how a team of eccentrics and innovators beat the odds—and changed the future.

To survive in the new, competitive digital economy of artificial intelligence and the Internet of Things, companies will have to change their management models. The company of linear, incremental growth is becoming obsolete. Moonshot leaders like Elon Musk or Jeff Bezos aspire to bringing about massive transformations. These visionaries seek radical solutions to big problems through enabling technologies that are easily scalable and yield increasing returns with decreasing marginal costs that in many cases approach zero. In his book Journey of the Future Enterprise, Jorge Calvo explains what the disruptive change of the Fourth Industrial Revolution consists of, what moonshot leadership is and what exponential organizations (ExOs) are, and having set out the conceptual framework, explains how to gear companies toward the new economy. In short, this resource-packed book is written for those who want to be part of this change, for those who are suffering the impact of this radical transformation, for those who feel lost as a result of the complexity and speed of the changes that are taking place, and for those who want to better understand the drivers of the Fourth Industrial Revolution.

Reveals how to actually speed up and maximize the return on investments to achieve total financial independence.

"He either enchants or antagonizes everyone he meets. But even his enemies agree there are three things Ray Kroc does damned well: sell hamburgers, make money, and tell stories." --from Grinding It Out Few entrepreneurs can claim to have radically changed the way we live, and Ray Kroc is one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he opened his first franchise. In Grinding It Out, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores around the globe. Irrepressible enthusiast, intuitive people person, and born storyteller, Kroc will fascinate and inspire you on every page.

In downtown Manhattan, a rising young painter is haunted by disturbing dreams. Her walls are covered in her own scrawls: Release the boy... In small-town Minnesota, a teenage orphan struggles with a knowledge beyond his years—and a destiny he wants no part of... In California, people are tuning in to a new underground rock band. Young and old, hipsters and hippies, all are falling under the spell of its wildly charismatic lead singer. Her voice breaks down all barriers—including the ones between heaven and hell. The fans of Asha are starting to find one another—and the world is running out of time...

The Four Lives of Steve Jobs Daniel Ichbiah No. 1 on the best-sellers list in August 2011 (French version). New edition updated in 2016 "So at thirty I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating... ..I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me." This was Steve Jobs' confession on that morning in June 2005 to students at Stanford University. It summed up the growth that was slowly taking place in him. Chased out of Apple like scum in 1985, Jobs had made a resounding comeback ten years later and gave us devices that left a mark on their time, such as the iPod, iPhone and iPad. The world's most admired CEO, Steve Jobs mostly went against the tide, driven by a vision of genius and an extraordinary strength of conviction. However, he could also get it wrong: he was the one who nearly ruined Apple in 1984 after launching the Macintosh by insisting on poor technical choices!

The 4 lives of Steve Jobs depicts Jobs' troubled youth, his rise to glory following the founding of Apple, his disgrace and his vain attempt at revenge followed by a return to the top. It also reveals a thousand unexpected facets of the extraordinary artist who ran Apple. * His quest for enlightenment in India * His initial refusal to recognize the paternity of his daughter Lisa * His relationship with folk singer Joan Baez * The search for his mother, who abandoned him at birth * The attempt to treat his cancer with a vegetarian diet In his own way, Steve Jobs never stopped wanting to change the world, to change life... A best-seller Published by Leduc Editions in April 2011, the French version of The Four Lives of Steve Jobs was a number one best-seller at the end of August, 2011.

Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It can almost be summed up by the button on every page: "Buy now with one click." Why has Amazon been so successful? Much of it has to do with Jeff Bezos, the CEO and founder, whose unique combination of character traits and business strategy have driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur. His success can be credited to his forward-looking insights and ruthless business sense. Brandt explains: Why Bezos decided to allow negative product reviews, correctly guessing that the earned trust would outweigh possible lost sales. Why Amazon zealously guards some patents yet freely shares others. Why Bezos called becoming profitable the "dumbest" thing they could do in 1997. How Amazon.com became one of the only dotcoms to survive the bust of the early 2000s. Where the company is headed next. Through interviews with Amazon employees, competitors, and observers, Brandt has deciphered how Bezos makes decisions. The story of Amazon's ongoing evolution is a case study in how to reinvent an entire industry, and one that anyone in business today ignores at their peril.

The #1 NEW YORK TIMES Bestseller The basis for the PBS Ken Burns Documentary The Gene: An Intimate History From the Pulitzer Prize-winning author of The Emperor of All Maladies—a fascinating history of the gene and “a magisterial account of how human minds have laboriously, ingeniously picked apart what makes us tick” (Elle). "Sid Mukherjee has the uncanny ability to bring together science, history, and the future in a way that is understandable and riveting, guiding us through both time and the mystery of life itself." —Ken Burns “Dr. Siddhartha Mukherjee dazzled readers with his Pulitzer Prize-winning The Emperor of All Maladies in 2010. That achievement was evidently just a warm-up for his virtuoso performance in The Gene: An Intimate History, in which he braids science, history, and memoir into an epic with all the range and biblical thunder of Paradise Lost” (The New York Times). In this biography Mukherjee brings to life the quest to understand human heredity and its surprising influence on our lives, personalities, identities, fates, and choices. “Mukherjee expresses abstract intellectual ideas through emotional stories...[and] swaddles his medical rigor with rhapsodic tenderness, surprising vulnerability, and occasional flashes of pure poetry” (The Washington Post). Throughout, the story of Mukherjee’s own family—with its tragic and bewildering history of mental illness—reminds us of the questions that hang over our ability to translate the science of genetics from the laboratory to the real world. In riveting and dramatic prose, he describes the centuries of research and experimentation—from Aristotle and Pythagoras to Mendel and Darwin, from Boveri and Morgan to Crick, Watson and Franklin, all the way through the revolutionary twenty-first century innovators who mapped the human genome. “A fascinating and often sobering history of how humans came to understand the roles of genes in making us who we are—and what our manipulation of those genes might mean for our future” (Milwaukee Journal-Sentinel), The Gene is the revelatory and magisterial history of a scientific idea coming to life, the most crucial science of our time, intimately explained by a master. “The Gene is a book we all should read” (USA TODAY).

Presents a chronicle of the developments and initiatives that have transformed the idea of space colonization into an achievable goal, sharing arguments in favor of targeting Saturn's moon, Titan.

An in-depth look into the extraordinary life of the world's most important entrepreneur, Elon Musk This fascinating and easily accessible young readers' adaptation of Ashlee Vance's New York Times bestselling Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future features black-and-white photographs throughout and an epilogue. The version for adults has been praised as “riveting” (The Financial Times), “spirited” (The Wall Street Journal), and “masterful” (Vice). Now younger readers can read about this innovative leader who is revolutionizing three industries at once: space, automotive, and energy. There are few people in history who could match Elon Musk's relentless drive and vision. A modern combination of famous inventors and industrialists like Thomas Edison, Henry Ford, and Steve Jobs, Elon is the man behind companies such as SpaceX, Tesla Motors, SolarCity, and PayPal that are transforming the way we live. Written with exclusive access to Elon, his family, and his friends, this book traces Elon's journey from a kid in South Africa to a young man in the United States, his dramatic technical inventions, and his world-changing companies. Elon has sparked new levels of innovation in the world, and this book gives young readers a detailed but fast-paced look at his story.

The #1 New York Times bestseller from Walter Isaacson brings Leonardo da Vinci to life in this exciting new biography that is “a study in creativity: how to define it, how to achieve it...Most important, it is a powerful story of an exhilarating mind and life” (The New Yorker). Based on thousands of pages from Leonardo da Vinci's astonishing notebooks and new discoveries about his life and work, Walter Isaacson “deftly reveals an intimate Leonardo” (San Francisco Chronicle) in a narrative that connects his art to his science. He shows how Leonardo's genius was based on skills we can improve in ourselves, such as passionate curiosity, careful observation, and an imagination so playful that it flirted with fantasy. He produced the two most famous paintings in history, The Last Supper and the Mona Lisa. With a passion that sometimes became obsessive, he pursued innovative studies of anatomy, fossils, birds, the heart, flying machines, botany, geology, and weaponry. He explored the math of optics, showed how light rays strike the cornea, and produced illusions of changing perspectives in The Last Supper. His ability to stand at the crossroads of the humanities and the sciences, made iconic by his drawing of Vitruvian Man, made him history's most creative genius. In the “luminous” (Daily Beast) Leonardo da Vinci, Isaacson describes how Leonardo's delight at combining diverse passions remains the ultimate recipe for creativity. So, too, does his ease at being a bit of a misfit: illegitimate, gay, vegetarian, left-handed, easily distracted, and at times heretical. His life should remind us of the importance to be imaginative and, like talented rebels in any era, to think different. Here, da Vinci “comes to life in all his remarkable brilliance and oddity in Walter Isaacson's ambitious new biography...a vigorous, insightful portrait” (The Washington Post).

How much do you really know about Google's founders, Larry Page and Sergey Brin? The Google Guys skips past the general Google story and focuses on what really drives the company's founders. Richard L. Brandt shows the company as the brainchild of two brilliant individuals and looks at Google's business decisions in light of its founders' ambition and beliefs. Larry is the main strategist, with business acumen and practical drive, while Sergey is the primary technologist and idealist, with brilliant ideas and strong moral positions. But they work closely together, almost like complementary halves of a single brain. Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brandt demystifies the company while clarifying a number of misconceptions.

"Warm, honest and true--A Woman Makes A Plan is full of insight as well as a good dose of humor, offering readers a lifetime of hard-won advice." --Diane Von Furstenberg The

international supermodel shares personal stories and lessons learned from a life of "living dangerously--carefully" Maye Musk is a fashionable, charming, jet-setting supermodel with a fascinating and tight-knit circle of family and friends--and is 71 years old. But things were not always so easy or glamorous--she became a single mom at 31, struggling through poverty to provide for her three children; dealt with weight issues as a plus-size model and overcame ageism in the modeling industry; and established a lifelong career as a respected dietitian, all the while starting over in eight different cities across three countries and two continents. But she made her way through it all with an indomitable spirit and a no-nonsense attitude to become a global success at what she calls the "prime of her life." As everyone who follows her obsessively on social media knows, Maye is a fount of frank and practical advice on how the choices you make in every decade can pay off in surprising, exciting ways throughout your life. In *A Woman Makes a Plan*, Maye shares experiences from her life conveying hard-earned wisdom on career (the harder you work, the luckier you get), family (let the people you love go their own way), health (there is no magic pill), and adventure (make room for discovery, but always be ready for anything). You can't control all that happens in life, but you can have the life you want at any age. All you have to do is make a plan.

The son of the emperor of China is pale and weak, but when Doctor Me Di Cin tells him to go for a walk in the fresh air, the prince refuses, leaving it up to the clever doctor to trick him into going outside.

An instant bestseller when first published in 1929—biographies of twelve bold individuals from history and what they did to separate themselves from the pack. In his trademark journalist style, author William Bolitho details the lives of twelve great adventurers—Alexander the Great, Casanova, Christopher Columbus, Mahomet, Lola Montez, Cagliostro (and Seraphina), Charles XII of Sweden, Napoleon I, Lucius Sergius Catiline, Napoleon III, Isadora Duncan, and Woodrow Wilson. Bolitho elucidates both the struggles and successes that made these figures so iconic, and demonstrates how they all battled convention and conformity to achieve enduring fame and notoriety. “We are born adventurers,” Bolitho writes, “and the love of adventures never leaves us till we are very old; old, timid men, in whose interest it is that adventure should quite die out. This is why all the poets are on one side, and all the laws on the other; for laws are made by, and usually for, old men.” Though his essays are nearly one hundred years old, they encompass the timeless values of perseverance, bravery, and strength of spirit that have proven to resonate with the pioneers and thought leaders of today. “It’s really quite good.” —Elon Musk “*Twelve Against the Gods* provides an interesting perspective on what drove and impeded this group of adventurers . . . A good read for anyone who’s interested in history or looking to find some motivation to switch things up and break the rules.” —Áine Cain, *Business Insider* “I think *Twelve Against the Gods* is also very appropriate for this day and age. We need adventurers, and there still are a lot of adventurers.” —China Ryall, daughter of William Bolitho

Elon Musk: The Life, Lessons & Rules for Success What can't Elon Musk do? As CEO of SpaceX and Tesla, founder of The Boring Company, and cofounder of OpenAI, Musk seems to be everywhere all at once, pushing all kinds of incredible new technologies. He's said he won't be happy until we've escaped Earth and colonized Mars. Between space rockets, electric cars, solar batteries, research into killer robots, and the billions he's made along the way, Musk is basically a real-life Tony Stark -- which is why he served as an inspiration for "Iron Man." But it wasn't always easy for Musk. This book covers how he went from getting bullied in school to small-time entrepreneur to CEO of two major companies that seem like they're straight out of science fiction -- and how he almost went broke along the way. The aim of this book is to be educational and inspirational with actionable principles you can incorporate into your own life straight from the great man himself. *INCLUDING* Elon Musk's 15 Rules for Success, 60 Greatest Quotes & 40 Little known facts! Don't wait, grab your copy today!

#1 NEW YORK TIMES BESTSELLER If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In *Zero to One*, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. *Zero to One* presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

Elon Musk and the Quest for a Fantastic Future Young Readers' Edition HarperCollins

This classic on space travel was first published in 1953, when interplanetary space flight was considered science fiction by most of those who considered it at all. Here the German-born scientist Wernher von Braun detailed what he believed were the problems and possibilities inherent in a projected expedition to Mars. Today von Braun is recognized as the person most responsible for laying the groundwork for public acceptance of America's space program. When President Bush directed NASA in 1989 to prepare plans for an orbiting space station, lunar research bases, and human exploration of Mars, he was largely echoing what von Braun proposed in *The Mars Project*.

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