Scale Seven Proven Principles To Grow Your Business And Get Your Life Back

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical.The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

At the tail end of your company's startup phase, the same opportunities that generate revenue and fuel growth also bring new challenges. You need to hire-and train-rock-star team members, scale operations, prioritize opportunities, "wow" customers, and clearly communicate strategy throughout your organization-all while bringing on new clients and driving profitability. You don't have time for theory when you're growing at breakneck speed. You need a blueprint for profitable scalability, a toolbox of plug-and-play tools, and direction on how to maximize execution. That's where ?Building an Elite Organization ?comes in. Don Wenner is a master of scaling high-growth, high-profit entrepreneurial companies. In ?Building an Elite Organization?, he walks you through the Elite Execution System his company and other highly successful organizations use to drive growth and improve profitability. Don's system will give your team clarity on where you're going, the insight to know if you're on the right track, and the disciplined system needed to consistently leverage every opportunity. Learn how you can leave a legacy and make an enduring impact for decades to come.

An accessible exploration of best-selling author's most famous work, The Map of Consciousness, that helps readers experience healing and transcendence. We are all born with a level of consciousness, an energetic frequency within the vast field of consciousness. And with The Map of Consciousness, we can truly understand the total spectrum of human consciousness. Using a unique muscle-testing method, Dr. David R. Hawkins conducted more than 250,000 calibrations during 20 years of research to define a range of values, attitudes, and emotions that correspond to levels of consciousness. This range of values-along with a logarithmic scale of 1 to 1,000-became the Map of Consciousness, which Dr. Hawkins first wrote about in his best-selling book, Power vs. Force. With the Map, Dr. David R. Hawkins laid out the entire spectrum of consciousness, from the lower levels of Shame, Guilt, Apathy, Fear, Anger, and Pride; to Courage, Acceptance, and Reason; all the way up to the more expanded levels of Love, Ecstasy, Peace, and Enlightenment. These "higher" energy fields are a carrier wave of immense life energy. An essential primer on the late Dr. David R. Hawkins's teachings on human consciousness and their associated energy fields, The Map of Consciousness Explained offers readers an introduction and deeper understanding of the Map, with visual charts and practical applications to help them heal, recover, and evolve to higher levels of consciousness and energy. This book is a light unto the path of any individual who wants to become more effective in any area of life.

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits ChecklistTM, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to $10 million, $100 million, and $1 billion and beyond - while enjoying the climb!

A book about teams to help teams become more positive, united and connected. Worldwide bestseller — the author of The Energy Bus and The Power of Positive Leadership shares the proven principles and practices that build great teams - and provides practical tools to help teams overcome negativity and enhance their culture, communication, connection, commitment and performance. Jon Gordon doesn't just research the keys to great teams, he has personally worked with some of the most successful teams on the planet and has a keen understanding of how and why they became great. In The Power of a Positive Team, Jon draws upon his unique team building experience as well as conversations with some of the greatest teams in history in order to provide an essential framework, filled with proven practices, to empower teams to work together more effectively and achieve superior results. Utilizing examples from the writing team who created the hit show Billions, the National Champion Clemson Football team, the World Series contending Los Angeles Dodgers, The Miami Heat and the greatest beach volleyball team of all time to Navy SEAL's, Marching bands, Southwest Airlines, USC and UVA Tennis, Twitter, Apple and Ford, Jon shares innovative strategies to transform a group of individuals into a united, positive and powerful team. Jon not only infuses this book with

the latest research, compelling stories, and strategies to maintain optimism through adversity... he also shares his best practices to transform negativity, build trust (through his favorite team building exercises) and practical ways to have difficult conversations—all designed to make a team more positive, cohesive, stronger and better. The Power of a Positive Team also provides a blueprint for addressing common pitfalls that cause teams to fail—including complaining, selfishness, inconsistency, complacency, unaccountability—while offering solutions to enhance a team's creativity, grit, innovation and growth. This book is meant for teams to read together. It's written in such a way that if you and your team read it together, you will understand the obstacles you will face and what you must do to become a great team. If you read it together, stay positive together, and take action together you will accomplish amazing things TOGETHER.

Right now, 70% of Americans aren't passionate about their work and are desperately longing for meaning and purpose. They're sick of "average" and know there's something better out there, but they just don't know how to reach it. One basic principle?The Proximity Principle?can change everything you thought you knew about pursuing a career you love. In his latest book, The Proximity Principle, national radio host and career expert Ken Coleman provides a simple plan of how positioning yourself near the right people and places can help you land the job you love. Forget the traditional career advice you've heard! Networking, handing out business cards, and updating your online profile do nothing to set you apart from other candidates. Ken will show you how to be intentional and genuine about the connections you make with a fresh, unexpected take on resumes and the job interview process. You'll discover the five people you should look for and the four best places to grow, learn, practice, and perform so you can step into the role you were created to fill. After reading The Proximity Principle, you'll know how to connect with the right people and put yourself in the right places, so opportunities will come?and you'll be prepared to take them.

Scaling Scrum Across the Modern Enterprise covers both conceptual and commercial approaches to scaling agile, most of which build off the base Scrum framework. You will learn commercialized approaches created specifically to implement agile development concepts, values, and principles on larger and more complex development portfolios, ...

Can a good company become a great one and, if so, how?After a five-year research project, Collins concludes that good to great can and does happen. In this book, he uncovers the underlying variables that enable any type of organization to

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

"This is science writing as wonder and as inspiration." —The Wall Street Journal Wall Street Journal From one of the most influential scientists of our time, a dazzling exploration of the hidden laws that govern the life cycle of everything from plants and animals to the cities we live in. Visionary physicist Geoffrey West is a pioneer in the field of complexity science, the science of emergent systems and networks. The term "complexity" can be misleading, however, because what makes West's discoveries so beautiful is that he has found an underlying simplicity that unites the seemingly complex and diverse phenomena of living systems, including our bodies, our cities and our businesses. Fascinated by aging and mortality, West applied the rigor of a physicist to the biological question of why we live as long as we do and no longer. The result was astonishing, and changed science: West found that despite the riotous diversity in mammals, they are all, to a large degree, scaled versions of each other. If you know the size of a mammal, you can use scaling laws to learn everything from how much food it eats per day, what its heart-rate is, how long it will take to mature, its lifespan, and so on. Furthermore, the efficiency of the mammal's circulatory systems scales up precisely based on weight: if you compare a mouse, a human and an elephant on a logarithmic graph, you find with every doubling of average weight, a species gets 25% more efficient—and lives 25% longer. Fundamentally, he has proven, the issue has to do with the fractal geometry of the networks that supply energy and remove waste from the organism's body. West's work has been game-changing for biologists, but then he made the even bolder move of exploring his work's applicability. Cities, too, are constellations of networks and laws of scalability relate with eerie precision to them. Recently, West has applied his revolutionary work to the business world. This investigation has led to powerful insights into why some companies thrive while others fail. The implications of these discoveries are

far-reaching, and are just beginning to be explored. Scale is a thrilling scientific adventure story about the elemental natural laws that bind us together in simple but profound ways. Through the brilliant mind of Geoffrey West, we can envision how cities, companies and biological life alike are dancing to the same simple, powerful tune.

The #1 New York Times bestseller. Over 3 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Your concrete road map to rapidly grow your business and get your life back! Have you ever wanted to grow your business but held back because of fear that it would take over your life? As an owner, it's all too common to feel you have to choose between your personal life and the success of your business. But the surprising truth is that the only way to truly scale and grow your company is to reduce its reliance on you. This means that, done right, scaling ensures that you can grow your business without sacrificing your life. Jeff Hoffman, a serial entrepreneur and former CEO in the Priceline.com (Priceline Yardsale) family of companies, and David Finkel, CEO of Maui Mastermind, a business coaching company with thousands of clients worldwide, offer a concrete road map for rapidly growing your business while also gaining more personal freedom. You'll not only learn the best strategies to generate growth, but you'll also get proven insider tips to sustain that growth through sound systems, empowered teams, and intelligent internal controls. Hoffman and Finkel will also show you how to overcome predictable obstacles in any pillar of your business—including sales, operations, and finance—with insight for building better lead-generation systems, managing cash flow, and retaining talent. You'll learn how to: • Escape the Self-Employment Trap and build a business, not a job. • Systematize your business to reduce costs and increase capacity. • Ensure your company survives the "Hit by a Bus" test. • Uncover your company's top leverage points (and execution strategies to implement what you discover). • Fund your growth with the seven cash flow commandments. • And much more. Scale offers a game plan to work less and get your business to produce more. Written by two worldclass entrepreneurs who have started, scaled, and successfully exited from multiple businesses, which collectively have generated tens of billions of dollars in sales, it gives you their bottom-line best ideas to effectively grow your company. If you have ever felt stuck in your business, not knowing the best way forward, this book is your mustread guide.

Whether you've tried to systemise in the past or not, SYSTEMology provides a revolutionary approach to small business systems.

What can you learn from a Silicon Valley legend and a pantheon of iconic leaders? The key to scaling a successful business isn't talent, network, or strategy. It's an entrepreneurial mindset—and that mindset can be cultivated. "If you're scaling a company—or if you just love a well-told story—this is a book to savor."—Robert Iger, #1 New York Times bestselling author of The Ride of a Lifetime Behind the scenes in Silicon Valley, Reid Hoffman (founder of LinkedIn, investor at Greylock) is a sought-after adviser to heads of companies and heads of state. On each episode of his podcast, Masters of Scale, he sits down with a guest from an all-star list of visionary founders and leaders, digging into the surprising strategies that power their company's growth. In this book, he draws on their most riveting, revealing stories—as well as his own experience as a founder and investor—to distill the secrets behind the most extraordinary success stories of our times. Here, Hoffman teams up with Masters of Scale's executive producers to offer a rare window into the entrepreneurial mind, sharing hard-won wisdom from leaders of iconic companies (including Apple, Nike, Netflix, Spotify, Starbucks, Google, Instagram, and Microsoft) as well as the bold, disruptive startups (such as 23andMe, TaskRabbit, Black List, and Walker & Co.) that are solving the problems of the twenty-first century. Through vivid storytelling and incisive analysis, Masters of Scale distills their collective insights into a set of counterintuitive principles that anyone can use. How do you find a winning idea and turn it into a scalable venture? What can you learn from a "squirmy no"? When should you stop listening to your customers? Which fires should you put out right away, and which should you let burn? And can you really make money while making the world a better place? (Answer: Yes. But you have to keep your profits and values aligned.) Based on more than a hundred interviews and including a wealth of new material never aired on the podcast, this unique insider's guide will inspire you to reimagine how you do business today.

#1 NEW YORK TIMES BESTSELLER When and how did the universe begin? Why are we here? What is the nature of reality? Is the apparent "grand design" of our universe evidence of a benevolent creator who set things in motion—or does science offer another explanation? In this startling and lavishly illustrated book, Stephen Hawking and Leonard Mlodinow present the most recent scientific thinking about these and other abiding mysteries of the universe, in nontechnical language marked by brilliance and simplicity. According to quantum theory, the cosmos does not have just a single existence or history. The authors explain that we ourselves are the product of quantum fluctuations in the early universe, and show how quantum theory predicts the "multiverse"—the idea that ours is just one of many universes that appeared spontaneously out of nothing, each with different laws of nature. They conclude with a riveting assessment of M-theory, an explanation of the laws governing our universe that is currently the only viable candidate for a "theory of everything": the unified theory that Einstein was looking for, which, if confirmed, would represent the ultimate triumph of human reason.

The must-read summary of Jeff Hoffman and David Finkel's book: "Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back". This complete summary of the ideas from

Jeff Hoffman and David Finkel's book "Scale" shows that budding entrepreneurs must build their business the right way in order to succeed. To do this, they must reduce the company's reliance on themselves so that the business can grow and eventually be sold. This is what takes an entrepreneur from simply being self-employed to owning a scalable business with multiple employees. The authors explain that scaling a business consists of seven key principles which are split into four phases from building a solid foundation to learning to manage your time. This summary will take you through each principle and help you to create a strategic plan to grow your business while still managing your own time. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Scale" and discover how you can grow your business and still have time to yourself. :b

Profit from a powerful, proven investment strategy The Little Book That Makes You Rich is the latest book in the popular "Little Book, Big Profits" series. Written by Louis Navellier -- one of the most well-respected and successful growth investors of our day -- this book offers a fundamental understanding of how to get rich using the best in growth investing strategies. Navellier has made a living by picking top, actively traded stocks and capturing unparalleled profits from them in the process. Now, with The Little Book That Makes You Rich, he shows you how to find stocks that are poised for rapid price increases, regardless of overall stock market direction. Navellier also offers the statistical and quantitative measures needed to measure risk and reward along the path to profitable growth stock investing. Filled with in-depth insights and practical advice, The Little Book That Makes You Rich gives individual investors specific tools for selecting stocks based on the factors that years of research have proven to lead to growth stock profits. These factors include analysts' moves, profit margins expansion, and rapid sales growth. In addition to offering you tips for not paying too much for growth, the author also addresses essential issues that every growth investor must be aware of, including which signs will tell you when it's time to get rid of a stock and how to monitor a portfolio in order to maintain its overall quality. Accessible and engaging, The Little Book That Makes You Rich outlines an effective approach to building true wealth in today's markets. Louis Navellier (Reno, NV) has one of the most exceptional long-term track records of any financial newsletter editor in America. As a financial analyst and editor of investment newsletters since 1980, Navellier's recommendations (published in Emerging Growth) have gained over 4,806 percent in the last 22 years, as confirmed by a leading independent newsletter rating service, The Hulbert Financial Digest. Emerging Growth is one of Navellier's four services, which also includes his Blue Chip Growth service for large-cap stock investors, his Quantum Growth service for active traders seeking shorter-term gains, and his Global Growth service for active traders focused on high growth global stocks.

Hundreds of organizations around the world have already benefited from DisciplinedAgile Delivery (DAD). Disciplined Agile (DA) is the only comprehensive tool kit available for guidance on building high-performance agile teams and optimizing your way of working(WoW). As a hybrid of all the leading agile and lean approaches, it provides hundreds of strategies to help you make better decisions within your agile teams, balancing self-organization with the realities and constraints of your unique enterprise context.The highlights of this handbook include:&•As the official source of knowledge on DAD, it includes greatly improved and enhanced strategies with a revised set of goal diagrams based upon learnings from applying DAD in the field.&•It is an essential handbook to help coaches and teams make better decisions in their daily work, providing a wealth of ideas for experimenting with agile and lean techniques while providing specific guidance and trade-offs for those &"it depends&" questions.&•It makes a perfect study guide for Disciplined Agile certification.Why &"fail fast&" (as our industry likes to recommend) when you can learn quickly on your journey to high performance? With this handbook, you can make better decisions based upon proven, context-based strategies, leading to earlier success and better outcomes.

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the "right things," but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate.

Children in today's world are inundated with information about who to be, what to do and how to live. But what if there was a way to teach children how to manage priorities, focus on goals and be a positive influence on the world around them? The Leader in Meis that programme. It's based on a hugely successful initiative carried out at the A.B. Combs Elementary School in North Carolina. To hear the parents of A. B Combs talk about the school is to be amazed. In 1999, the school debuted a programme that taught The 7 Habits of Highly Effective Peopleto a pilot group of students. The parents reported an incredible change in their children, who blossomed under the programme. By the end of the following year the average end-of-grade scores had leapt from 84 to 94. This book will launch the message onto a much larger platform. Stephen R. Covey takes the 7 Habits, that have already changed the lives of millions of people, and shows how children can use them as they develop. Those habits -- be proactive, begin with the end in mind, put first things first, think win-win, seek to understand and then to be understood, synergize, and sharpen the saw -- are critical skills to learn at a young age and bring incredible results, proving that it's never too early to teach someone how to live well.

ScaleSeven Proven Principles to Grow Your Business and Get Your Life BackPenguin

The Comprehensive, Proven Approach to IT Scalability–Updated with New Strategies, Technologies, and Case Studies In The Art of Scalability, Second Edition, leading scalability consultants Martin L. Abbott and Michael T. Fisher cover everything you need to know to smoothly scale products and services for any requirement. This extensively revised edition reflects new technologies, strategies, and lessons, as well as new case studies from the authors' pioneering consulting practice, AKF Partners. Writing for technical and nontechnical decision-makers, Abbott and Fisher cover everything that impacts scalability, including architecture, process, people, organization, and technology. Their insights and recommendations reflect more than thirty years of experience at companies ranging from eBay to Visa, and Salesforce.com to Apple. You'll find updated strategies for structuring organizations to maximize agility and scalability, as well as new insights into the cloud (IaaS/PaaS) transition, NoSQL, DevOps, business metrics, and more. Using this guide's tools and advice, you can systematically clear away obstacles to scalability–and achieve unprecedented IT and business performance. Coverage includes • Why scalability problems start with organizations and people, not technology, and what to do about it • Actionable lessons from real successes and failures • Staffing, structuring, and leading the agile, scalable organization • Scaling processes for hyper-growth environments • Architecting

scalability: proprietary models for clarifying needs and making choices–including 15 key success principles • Emerging technologies and challenges: data cost, datacenter planning, cloud evolution, and customer-aligned monitoring • Measuring availability, capacity, load, and performance

As a customer success leader, whose insight do you rely on for success? Your field is still maturing, yet your profession is one of the fastest growing in the world. There are tons of books and blogs written by success professionals sharing their experiences and strategies, but how do you know what will work for your specific situation? Whose advice is the expertise you can trust? Wayne McCulloch has more than 25 years of experience in the software industry-years spent in training, adoption, and customer experience, the building blocks for customer success. Now he's sharing what he knows as a chief customer officer leading global success functions. In The Seven Pillars of Customer Success, Wayne provides an adaptable framework for building a strong customer success organization. From customer journey actions to the development of transformation advisors, you'll read detailed examples of how companies have put these seven pillars to the test. To create a culture of customer success and stand out in the marketplace, you need a proven framework and knowledgeable perspective-this book provides both, and more.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Demonstrates the role of self-esteem in psychological health and presents six action-based practices that provide a foundation for daily life

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Salespeople, consultants, managers, executives, entrepreneurs. . . Influence is a crucial tool for absolutely anyone seeking success and prosperity. But how can everyday people actually become more influential? Maximum Influence unlocks the secrets of the master influencers. Now in an all-new edition, the book combines scientific research with real-world studies, presenting the most authoritative and effective arsenal of persuasion techniques ever. Author and renowned expert Kurt Mortensen reveals the 12 Laws of Persuasion, explaining why each law works, how to use it, and what to avoid. You will learn about the law of dissonance, the law of contrast, the law of expectation-and nine other proven principles that consciously and unconsciously propel people to act. You willalso discover how to: * Read anyone instantly * Get people to trust you instinctively * Change minds easily * And convince anyone to give you almost anything With new case studies and cutting-edge influencing techniques, this is the ultimate guide to the art and science of getting exactly what you want-when you want.

Your concrete road map to rapidly grow your business and get your life back! Have you ever wanted to grow your business but held back because of fear that it would take over your life? As an owner, it's all too common to feel you have to choose between your personal life and the success of your business. But the surprising truth is that the only way to truly scale and grow your company is to reduce its reliance on you. This means that, done right, scaling ensures that you can grow your business without sacrificing your life. Jeff Hoffman, a serial entrepreneur and former CEO in the Priceline (Priceline Yardsale) family of companies, and David Finkel, CEO of Maui Mastermind, a business coaching company with thousands of clients worldwide, offer a concrete road map for rapidly growing your business while also gaining more personal freedom. You'll not only learn the best strategies to generate growth, but you'll also get proven insider tips to sustain that growth through sound systems, empowered teams, and intelligent internal controls. Hoffman and Finkel will also show you how to overcome predictable obstacles in any pillar of your business—including sales, operations, and finance—with insight for building better lead-generation systems, managing cash flow, and retaining talent. You'll learn how to: • Escape the Self-Employment Trap and build a business, not a job. • Systematize your business to reduce costs and increase capacity. • Ensure your company survives the "Hit by a Bus" test. • Uncover your company's top leverage points (and execution strategies to implement what you discover). • Fund your growth with the seven cash flow commandments. • And much more. Scale offers a game plan to work less and get your business to produce more. Written by two worldclass entrepreneurs who have started, scaled, and successfully exited from multiple businesses, which collectively have generated tens of billions of dollars in sales, it gives you their bottom-line best ideas to effectively grow your company. If you have ever felt stuck in your business, not knowing the best way forward, this book is your mustread guide.

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures

Having a clear, compelling vision--and getting buy-in from your team--is essential to effective leadership. If you don't know where you're going, how on earth will you get there? But how do you craft that vision? How do you get others on board? And how do you put that vision into practice at every level of your organization? In The Vision Driven Leader, New York Times bestselling author Michael Hyatt offers six tools for crafting an irresistible vision for your business, rallying your team around the vision, and distilling it into actionable plans that drive results. Based on Michael's 40 years of experience as an entrepreneur and executive, backed by insights from organizational science and psychology, and illustrated by case studies and stories from multiple industries, The Vision Driven Leader takes you step-by-step from why to what and then how. Your business will never be the same.

Building a successful company and career doesn't mean sacrificing your family, health, or life. You check email the moment you lift your head off the pillow in the morning. You bring work with you on vacation, sneak glances at your smart phone during family dinners, and take business calls and texts at your kid's sports games. It's as if you've been forced to make a choice between your company or your life, sacrificing time for yourself and family for the sake of career success. But it doesn't have to be that way. The most successful business leaders have learned to bust

through the direct one-to-one relationship between hours worked and value created by refocusing their company, department, or team's best talent and attention on their highest value activities—generating hundreds, even thousands, of hours of value in the process. In The Freedom Formula, Wall Street Journal bestselling author and successful entrepreneur David Finkel will help you operationalize working smarter. No fluff, no theory, Finkel shares the detailed blueprint to create maximum value for your company without working nights, weekends, or while on "vacation." You'll learn: • Why working longer and harder doesn't pay off (and what actually does) • Why the 80-20 principle doesn't go far enough (and how to take it to its most productive extreme) • How to escape the Time and Effort Economy • How to structure your day and week so that you reclaim five or more hours each week in usable blocks of your best time • How to leverage the five Freedom Accelerators to get your life back faster And much more! Whether you're a business owner, top executive, key manager—or aspire to be one—The Freedom Formula offers a radical new approach to structuring your time and priorities (and your team's) in order to reclaim hours of your day—and the freedom to live your life, not just your job.

In today's modern age of information, new technologies are quickly emerging and being deployed into the field of information technology. Cloud computing is a tool that has proven to be a versatile piece of software within IT. Unfortunately, the high usage of Cloud has raised many concerns related to privacy, security, and data protection that have prevented cloud computing solutions from becoming the prevalent alternative for mission critical systems. Up-to-date research and current techniques are needed to help solve these vulnerabilities in cloud computing. Modern Principles, Practices, and Algorithms for Cloud Security is a pivotal reference source that provides vital research on the application of privacy and security in cloud computing. While highlighting topics such as chaos theory, soft computing, and cloud forensics, this publication explores present techniques and methodologies, as well as current trends in cloud protection. This book is ideally designed for IT specialists, scientists, software developers, security analysts, computer engineers, academicians, researchers, and students seeking current research on the defense of cloud services.

'By far the best book I've ever read on the how and why of scaling. If you care about changing the world, or just want to make better decisions in your own life, The Voltage Effect is for you.' Angela Duckworth, CEO of Character Lab and New York Times bestselling author of Grit _____ Why do some ideas make it big while others fail to take off? According to award-winning behavioural economist John List, the answer comes down to a single question: Can the idea scale? Countless enterprises fall apart the moment they scale; their positive results fizzle, they lose valuable time and money, and the great electric charge of potential that drove them early on disappears. In short, they suffer a voltage drop. Yet success and failure are not about luck - in fact, there is a rhyme and reason as to why some ideas fail and why some make it big. Certain ideas are predictably scalable, while others are predictably destined for disaster. In The Voltage Effect, University of Chicago economist John A. List explains how to identify the ideas that will be successful when scaled, and how to avoid those that won't. Drawing on his own original research, as well as fascinating examples from the realms of business, government, education, and public health, he details the five signature elements that cause voltage drops, and unpacks the four proven techniques for increasing positive results - or voltage gains - and scaling great ideas to their fullest potential. By understanding the science of scaling, we can drive change in our schools, workplaces, communities, and society at large. Because a better world can only be built at scale. _____ 'One of the best economics books I have ever read - and an instant classic in behavioral economics.' Cass R. Sunstein, Robert Walmsley University Professor, Harvard University, and New York Times bestselling co-author of Nudge 'Thought-provoking and engaging. A must-read.' Daron Acemoglu, Institute Professor at MIT and co-author of Why Nations Fail and The Narrow Corridor.

According to CEO and executive coach Daniel Harkavy, effective leadership boils down to just two things: your decisions and influence. Good decisions lead to strong results, which in turn increase your influence. If you get these two things right, your leadership effectiveness improves. But as all leaders know, it's not that easy, especially in today's fast-paced, complex, and connected environment. To make the best decisions and have maximum impact, you need to see your business from seven perspectives: - current reality - long-term vision - strategic bets - the team - the customer - your role - the outsider Drawing upon his 25 years of experience as a successful CEO and executive coach, and including conversations and thinking from more than 20 well-known business and organizational leaders, Daniel Harkavy unpacks a proven framework you can implement for immediate results in your organization's culture and performance. If you're looking to improve your leadership, this book will give you a straightforward framework to do so.

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

If you're a business owner who wants to accelerate your company's growth, but do it in a way that enables you to get your life back, this bestseller is for you. Inside you'll find a concrete, step-by-step map to empower you to build an owner-independent company and get your life back. You'll Learn:- The only sustainable way to escape the Self-Employment Trap(tm)- The 4 most costly excuses that hold business owners back- The 8 essential building blocks upon which to scale your company- 25 formats to package your business systems- A powerful 1-page quarterly action plan format- 6 time mastery strategies to free up a full day each week to build your business- And much more...

The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset "Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life."—Bill Gates, GatesNotes After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school,

work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

Praise for How Learning Works "How Learning Works is the perfect title for this excellent book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning." —Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley, and author, Tools for Teaching "This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching." —Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education "Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues." —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching "As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book." —From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, e-Learning and the Science of Instruction; and author, Multimedia Learning