

## Screw Business As Usual

This book is a history of artificial intelligence, that audacious effort to duplicate in an artifact what we consider to be our most important property—our intelligence. It is an invitation for anybody with an interest in the future of the human race to participate in the inquiry.

Fully Alive tells the story of an astoundingly successful young entrepreneur's immersion in Amazonian indigenous spirituality, its life-changing impact on him, and how he integrated the lessons he learned to build a successful, socially responsible company, live a purposeful life, and make a difference in the world. Building a start-up is like being thrust into the middle of the Amazon rainforest: living every day on the edge of your comfort zone, vulnerable to the unexpected challenges constantly being thrown your way, and constantly shifting to meet daily demands and do everything and anything you can to survive, let alone thrive. Vulnerable, raw, and deeply transparent, Fully Alive reveals powerful tools and lessons that can teach all of us how to grow toward and beyond our personal edges, no matter our circumstances. Tyler Gage shares his spiritual adventures and the business savvy that helped him create RUNA, a pioneering organization that weaves together the seemingly divergent worlds of Amazonian traditions and modern business, demonstrating how we can dig deeper to bring greater meaning and purpose to our personal and professional pursuits. From suburban youth to immersion in the Amazon to entrepreneurial success, Tyler's journey clearly shows that passion and opportunity can be found in the most unexpected places. Captivated by a rare Amazonian tea leaf called guayusa that had never been commercially produced, Tyler started RUNA to partner with the indigenous people of Ecuador to share its energy and its message with the world. Using the spiritual teachings, lessons, and healing traditions of the Amazon as his guide, Tyler built RUNA from a scrappy start-up into a thriving, multimillion-dollar company that has become one of the fastest-growing beverage companies in the United States. With the help of investors such as Channing Tatum, Leonardo DiCaprio, and Olivia Wilde, RUNA has created a sustainable source of income for more than 3,000 farming families in Ecuador who sustainably grow guayusa in the rainforest. Simultaneously, RUNA has built a rapidly scaling nonprofit organization that is working to create a new future for trade in the Amazon based on respectful exchange and healing, not exploitation and greed. Practical tools and lessons are woven throughout the story of Gage's successes and failures, offering guidance on how to relate to obstacles as teachers and how to accomplish our personal and professional goals in the often uncertain circumstances we find ourselves in.

Previously classified studies from the former Soviet Union reveal the emergence of an herbal superstar, *Rhodiola rosea*. From two respected physicians comes an authoritative new book that explores the amazing healing powers of *Rhodiola rosea*. Compelling scientific evidence about this commonly available herbal supplement confirms its ability to help: - Melt away extra pounds - Combat fatigue - Sharpen memory and concentration - Enhance physical performance - Strengthen immune function - Protect against heart disease and cancer As more people turn to *Rhodiola rosea* to improve their health and vitality, they will look for a trustworthy, authoritative resource to answer all their questions. The *Rhodiola Revolution* is that resource, providing the latest

news from the front lines of research as well as clear instructions on using the herb for maximum medicinal effect.

The guide to getting hired, being promoted, and thriving professionally for the 40 million people of color in the workplace—from the CEO and cofounder of Jopwell, the leading career advancement platform for Black, Latinx, and Native American students and professionals. *Let Them See You* is a collection of Braswell's straight-talking advice and mentorship for diverse careerists, from college students to mid-level professionals. It's also an invitation for diversity champions to listen in on the guidance and perspective Braswell provides, particularly for young diverse workers—the population that will make up the majority of the US workforce by 2030. In *Let Them See You*, Braswell briefly chronicles how the majority-culture workplace evolved and why it's a business imperative to have a more diverse workforce, and then explains how you can:

- overcome not-so-invisible obstacles
- create perceived value
- get recognition
- be true to yourself at work
- build a personal brand
- harness fear of failure
- embrace uncomfortable conversations, and
- drive diversity and inclusion, whether you're entry-level or in management

In essence, Braswell delivers all the context, tactics, and language you need to let them see you.

An explosive expose? of Samsung that “reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior” (The Wall Street Journal). **LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD** Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in *Samsung Rising*, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, *Samsung Rising* shows how a determined and fearless Asian competitor has become a force to be reckoned with.

“Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals.”—Adam Grant, best-selling author of *Originals* “Under New Management is a lively, provocative must-read.”—Whitney Johnson, author of

Disrupt Yourself. Why accepted management practices don't work—and how innovative companies are changing the rules Should your employees know each other's salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business's success as a result. "Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too."—Daniel H. Pink, best-selling author of Drive and To Sell Is Human ? "If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read."—Tom Rath, best-selling author of StrengthsFinder 2.0

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. \*As you read this summary, you will discover that capitalism as it has been practiced until now must rapidly evolve to make way for a new model: social enterprises. \*You will also discover that : the social and environmental problems affecting the planet require urgent solutions; businesses are the indispensable engine of change; new corporate governance has become an absolute necessity in a global village where everyone is connected; social capitalism must replace unbridled liberalism; the search for profit is not incompatible with social actions. \*Charismatic leader, brilliant businessman, self-taught self-made man and tireless philanthropist, Richard Branson's career path intrigues and fascinates you? Take advantage of the experiences and advice of the famous billionaire, Chairman and CEO of the global Virgin Group, to understand the keys to success for 21st century companies. \*Buy now the summary of this book for the modest price of a cup of coffee!

An anecdotal exploration of the history of memory and human civilization explores how human ideas, inventions and transformations have been documented in venues ranging from cave drawings and oral histories to libraries and the Internet. 40,000 first printing.

A warm and personal memoir by Nelson Mandela's trusted assistant for almost 20 years tells the extraordinary story of how a young woman's life, beliefs, prejudices—everything she once believed—were utterly transformed by the man she had been taught was the enemy.

The perfect blend of business and drama, My Fight to the Top is a unique, heart-rending autobiography that has mass appeal - whether the reader wants to learn how to get ahead in business, or simply learn how to keep it together through life's challenges. Fromt the rough East End of Glasgow, Michelle Mone overcame the physical violence of school bullies, the emotional trauma of financial difficulties at home and the tragic paralysis of her father, to become one of the UK's most respected entrepreneurial women. From the simple experience of wearing an uncomfortable bra Michelle created

the Ultimo brand, now worth £50m. However, the road has been far from smooth and the pressure of trying to build a business and be a good mother brought her marriage - and her health - to the edge. But with steely determination she fought back, striving to make Ultimo a genuine success story.

There's a simple, straightforward way to cut carbon emissions and prevent the most disastrous effects of climate change - and we're rejecting it because of irrational political fears. That's the central argument of *The Case for a Carbon Tax*, a clear-eyed, sophisticated analysis of climate change policy. Shi-Ling Hsu examines the four major approaches to curbing CO<sub>2</sub>: cap-and-trade; command and control regulation; government subsidies of alternative energy; and carbon taxes. Weighing the economic, social, administrative, and political merits of each, he demonstrates why a tax is currently the most effective policy. Hsu does not claim that a tax is the perfect or only solution - but that unlike the alternatives, it can be implemented immediately and paired effectively with other approaches. In fact, the only real barrier is psychological. While politicians can present subsidies and cap-and-trade as "win-win" solutions, the costs of a tax are immediately apparent. Hsu deftly explores the social and political factors that prevent us from embracing this commonsense approach. And he shows why we must get past our hang-ups if we are to avert a global crisis.

Andy Grove, founder and former CEO of Intel shares his strategy for success as he takes the reader deep inside the workings of a major company in *Only the Paranoid Survive*. Under Andy Grove's leadership, Intel became the world's largest chip maker and one of the most admired companies in the world. In *Only the Paranoid Survive*, Grove reveals his strategy for measuring the nightmare moment every leader dreads - when massive change occurs and a company must, virtually overnight, adapt or fall by the wayside - in a new way. Grove calls such a moment a Strategic Inflection Point, which can be set off by almost anything: mega-competition, a change in regulations, or a seemingly modest change in technology. When a Strategic Inflection Point hits, the ordinary rules of business go out the window. Yet, managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever. Grove underscores his message by examining his own record of success and failure, including how he navigated the events of the Pentium flaw, which threatened Intel's reputation in 1994, and how he has dealt with the explosions in growth of the Internet. The work of a lifetime, *Only the Paranoid Survive* is a classic of managerial and leadership skills.

"Can we bring more meaning to our lives and help change the world at the same time? Richard Branson, at his brilliant and motivating best, reveals how with his exciting new vision for the future. It is time to turn capitalism upside down - to shift our values, to switch from a just profit focus to caring for people, communities and the planet. "Screw business as usual" shows how easy it is for both businesses and individuals to embark on a whole new way of doing things, solving major problems and turning our work into something we both love and are proud of." -- Back cover.

Against the backdrop of an East African city, an impossible romance between an Indian widower and a married Belgian woman unfolds under the most unlikely circumstances.

Transform the art of innovation into a reliable system! System Driven Innovation enables you and everyone on your team to use innovation to work smarter, faster, and more creatively. It transforms innovation from a random act to a reliable science. This new mindset ignites confidence in the future. It enables the creation of bigger and bolder ideas—and turns them into reality faster, smarter, and more successfully. With this new mindset, innovation by everyone, everywhere, every day becomes the norm. The rapidly changing world becomes a tremendous opportunity to achieve greatness. Innovation Engineering defines innovation in two words: Meaningfully Unique. When a product, service, or job candidate is Meaningfully Unique customers are willing to pay more money for it. This links to the two simple truths in today's marketplace: If you're Meaningfully Unique life is great! If you're NOT Meaningfully Unique you'd better be cheap. Innovation Engineering is a new field of academic study and leadership science. It teaches how to apply the science of system thinking to strategy, innovation, and cooperation. Research finds that it helps to increase innovation speed (up to 6x) and decrease risk (by 30 to 80%). Innovation Engineering accelerates the creation and development of more profitable products and services. However, the bigger benefit may well lie in its ability to transform organizational cultures by enabling everyone to work smarter every day. What makes Innovation Engineering unique is that it's grounded in data, backed by academic theory, and validated in real-world practice. Collectively, it's the number one documented innovation system on earth. Over 35,000 people have been educated in Innovation Engineering classes, and more than \$15 billion in innovations are in active development. In his book *Driving Eureka!*, best-selling business author Doug Hall presents the System Driven Innovation scientific method for enabling innovation by everyone, everywhere, every day. It's the essential resource you need to enable yourself—and your team—to innovate, succeed, and do amazing things that matter, on a daily basis.

A celebration of fifty years of daring innovation at the iconic Virgin brand.

The most successful coach in college basketball history shares his complete coaching philosophy and demonstrates how to apply it to the leadership and team-building challenges in one's professional and personal life, emphasizing the three key principles of Play Hard, Play Smart, and Play Together.

Named by Inc. magazine as one of the 10 Best Business Books of 2018 Every startup wants to change the world. But the ones that truly make an impact know something the others don't: how to make government and regulation work for them. As startups use technology to shape the way we live, work, and learn, they're taking on challenges in sectors like healthcare, infrastructure, and education, where failure is far more consequential than a humorous chat with Siri or the

wrong package on your doorstep. These startups inevitably have to face governments responsible for protecting citizens through regulation. Love it or hate it, we're entering the next era of the digital revolution: the Regulatory Era. The big winners in this era--in terms of both impact and financial return--will need skills they won't teach you in business school or most startup incubators: how to scale a business in an industry deeply intertwined with government. Here, for the first time, is the playbook on how to win the regulatory era. "Regulatory hacking" doesn't mean "cutting through red tape"; it's really about finding a creative, strategic approach to navigating complex markets. Evan Burfield is the cofounder of 1776, a Washington, DC-based venture capital firm and incubator specializing in regulated industries. Burfield has coached startups on how to understand, adapt to, and influence government regulation. Now, in *Regulatory Hacking*, he draws on that expertise and real startup success stories to show you how to do the same. For instance, you'll learn how... \* AirBnB rallied a grassroots movement to vote No on San Francisco's Prop F, which would have restricted its business in the city. \* HopSkipDrive overcame safety concerns about its kids' ridesharing service by working with state government to build trust into its platform. \* 23andMe survived the FDA's order to stop selling its genetic testing kits by building trusted relationships with scientists who could influence the federal regulatory community. Through fascinating case studies and interviews with startup founders, Burfield shows you how to build a compelling narrative for your startup, use it to build a grassroots movement to impact regulation, and develop influence to overcome entrenched relationships between incumbents and governments. These are just some of the tools in the book that you'll need to win the next frontier of innovation.

"Cofounder of *Fast Company* magazine and bestselling author of *Mavericks at Work* and *Practically Radical* shows how true business innovation can spring from the unlikeliest places"--Amazon.com.

-A book written by Sir Richard Branson, founder of Virgin (mobile, air, etc) about changing the rules of business as an entrepreneur---

Fresh, funny, and fearless, *The Middle Finger Project* is a point-by-point primer on how to get unstuck, slay imposter syndrome, trust in your own worth and ability, and become a strong, capable, wonderful, weird, brilliant, ballsy, unfuckwithable YOU. "Don't worry, this isn't a book about God, nor is it a book about Ryan Gosling (second in command). But it is a book about authority and becoming your own." --Ash Ambirge After a string of dead-end jobs and a death in the family, Ash Ambirge was down to her last \$26 and sleeping in a Kmart parking lot when she faced the truth: No one was coming to her rescue. It was up to her to appoint herself. That night led to what eventually became a six-figure freelance career as a sought-after marketing and copywriting consultant, all while sipping coffee from her front porch in Costa Rica. She then launched *The Middle Finger Project*, a blog and online course hub, which has provided tens of thousands of

young "women who disobey" with the tools and mindset to give everyone else's expectations the finger and get on your own path to happiness, wealth, independence, and adventure. In her first book, Ash draws on her unconventional personal story to offer a fun, bracing, and occasionally potty-mouthed manifesto for the transformative power of radical self-reliance. Employing the signature wit and wordsmithing she's used to build an avid following, she offers paradigm-shifting advice along the lines of:

- The best feeling in the world is knowing who you are and what you're capable of doing.
- Life circumstances are not life sentences. If a Scranton girl who grew up in a trailer park can make it, so can you.
- What you believe about yourself will either murder your chances or save your life. So why not believe something good?
- You don't need a high-ranking job title to be authorized to contribute. You just need to contribute.
- Be your own authority. Authority only works as long as you trust that someone smarter than you is making the rules.
- The way you become a force is by being the most radically real version of yourself that you can be.
- You only have 12 fucks a day to give, so use them wisely.

Greatness Redefined for the 21st Century Today's business climate is defined by speed, social technologies, and people's expectations of "values" besides value. As a result, leaders have to create an outstanding culture for all, no matter who they are or what they do for the organization. This groundbreaking book, from the creators of the gold-standard Fortune 100 Best Companies to Work For list, shows how it's done. Through inspiring stories and compelling research, the authors demonstrate that great places to work for all benefit the individuals working there and contribute to a better global society—even as they outperform in the stock market and grow revenue three times faster than less-inclusive rivals. This is a call to lead so that organizations develop every ounce of human potential.

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always

comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson  
Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

Screw Business As Usual Turning Capitalism Into a Force for Good Penguin

Unorthodox success principles from a billionaire entrepreneur and philanthropist Eli Broad's embrace of "unreasonable thinking" has helped him build two Fortune 500 companies, amass personal billions, and use his wealth to create a new approach to philanthropy. He has helped to fund scientific research institutes, K-12 education reform, and some of the world's greatest contemporary art museums. By contrast, "reasonable" people come up with all the reasons something new and different can't be done, because, after all, no one else has done it that way. This book shares the "unreasonable" principles—from negotiating to risk-taking, from investing to hiring—that have made Eli Broad such a success. Broad helped to create the Frank Gehry-designed Walt Disney Concert Hall, the Museum of Contemporary Art, the Broad Contemporary Art Museum at the Los Angeles County Museum of Art, and The Broad, a new museum being built in downtown Los Angeles His investing approach to philanthropy has led to the creation of scientific and medical research centers in the fields of genomic medicine and stem cell research At his alma mater, Michigan State University, he endowed a full-time M.B.A. program, and he and his wife have funded a new contemporary art museum on campus to serve the broader region Eli Broad is the founder of two Fortune 500 companies: KB Home and SunAmerica If you're stuck doing what reasonable people do—and not getting anywhere—let Eli Broad show you how to be unreasonable, and see how far your next endeavor can go.

The goal of the series Physics and Chemistry of Materials with Layered Structures is to give a critical survey of our present knowledge on a large family of materials which can be described as solids containing molecules which in two dimensions extend to infinity and which are loosely stacked on top of each other to form three dimensional crystals. Of course, the physics and chemistry of these crystals are specific chapters in ordinary solid state science, and many a



scientist hunting for new phenomena has in the past been disappointed to find that materials with layered structures are not entirely exotic. Their electron and phonon states are not two dimensional, and the high hopes held by some for spectacular dimensionality effects in superconductivity were shattered. Nevertheless, the structural features and their physical and chemical consequences singularize layered structures sufficiently to make them a fascinating subject of research. This is all the more true since they are met in insulators and semiconductors as well as in normal and superconducting metals. Although for the time being the series is intentionally limited to cover inorganic materials only, the many known organic layered structures may well be the subject of future volumes. Among the noteworthy peculiarities of layered structures, we mention specific growth mechanisms and crystal habits. Polytypism is very common and it is fascinating indeed to find up to 240 different polytypes in the same chemical substance.

Argues that the key to business success is to use one's knowledge, network, and compassion to support colleagues and encourage their growth, offering tips on using books to learn as much as possible, developing a meaningful network of contacts, and becoming a more loving, compassionate, and fulfilled individual. Reprint. 50,000 first printing.

One of Silicon Valley's top leadership trainers distills his proven framework that has empowered teams at the world's most innovative companies--from Google and Facebook to Cisco Systems and biotech giant Genentech/Roche--to do the best work of their lives. Richard Lee has worked with thousands of ambitious leaders and their teams, and has found that they all share the same frustration. Whether it's because of communication breakdowns or increasing complexity, people at every level of an organization feel like their results fall short of their expectations--even though they are putting in a lot of effort. Management gurus will tell you that you need to overhaul your entire organization in order to maximize its full potential, but that is simply not true: You only need to give your people the tools to succeed inside it. The framework outlined in *Work That Counts* draws on examples from teams he has worked with at the world's most cutting edge, disruptive companies, and provides practical solutions to the problems that hold people back in nearly every organization. Among other critical skills, you'll learn:

- How a team leader can hold team members accountable without micromanaging--and what team members need to do concurrently to earn the team leader's trust.
- How to get support for your objectives from other teams, even when they don't report to you or your division or your business unit.
- How to partner with others, within your team and on other teams, to achieve the results you want.

*Work That Counts* is a commonsense yet groundbreaking guide, filled with assessments and real-world examples that will empower organizations to make the most of their people and become more than the sum of their parts.

In this expanded 20th Anniversary Edition of the book that started a business revolution, a successful businessman shares his philosophy of management that puts the concerns of the employees first and creates a company that will provide people with lifelong livelihood. Original. 50,000 first printing.

*Business As Usual* by Jane Oliver and Ann Stafford was first published in 1933. It's a delightful illustrated novel in letters from

Hilary Fane, an Edinburgh girl fresh out of university who is determined to support herself by her own earnings in London for a year, despite the mutterings of her surgeon fiancé. After a nervous beginning looking for a job while her savings rapidly diminish, she finds work as a typist in the London department store of Everyman's (a very thin disguise for Selfridges), and rises rapidly through the ranks to work in the library, where she has to enforce modernising systems on her entrenched and frosty colleagues. *Business as Usual* is charming: intelligent, heart-warming, funny, and entertaining. It's deeply interesting as a record of the history of shopping in the 1930s, and also fascinating for its unflinching descriptions of social conditions, poverty and illegitimacy. 'Jane Oliver' was the pen-name of Helen Evans (1903-1970). Formerly Clemence Dane's secretary, she developed a writing career, and wrote many successful novels with Ann Stafford (the pen-name of Anne Pedler). *Business as Usual* was their first joint novel. Jane became a pilot and married the author John Llewelyn Rhys, who was killed in the war. She founded the Llewelyn Rhys Prize in his memory. She later lived in Hampshire near Anne Pedler, and cared for her in her illness.

Richard Branson, who has been called "England's most outrageous billionaire," is also one of the world's most successful business leaders. Since the age of 16, when he founded *Student* magazine, Branson has been creating companies and finding innovative ways to grow them into the prodigious conglomerate known as the Virgin Group. At the age of 20, Branson founded a mail-order record retailer. Two years later he built a recording studio where the first artist signed to his Virgin label, Mike Oldfield, recorded the haunting soundtrack to *The Exorcist*. Decades later, industries as varied as entertainment (Virgin Music), retail (Virgin Megastores), transportation (Virgin Airlines), and telecommunications (Virgin Mobile) all bear Branson's business moniker. For the first time, the most thought-provoking, revealing, and inspiring quotes from Branson are compiled in a single book. *Virgin Rebel: Richard Branson in His Own Words* is a comprehensive guidebook to the inner workings of the Virgin Group chairman and founder. Hundreds of Branson's best quotes, comprising thoughts on business, music, entrepreneurship, politics, exploration, and life lessons, provide an intimate and direct look into the mind of this modern business icon.

One biker in denial. One woman with secrets. One enforcer with something to prove. Three parts of one uncertain future. Jazmine lives with secrets she buries beneath conservative clothing and avoidance of relationships. Those secrets are just one reason she spends months resisting the advances of the Hell's Handlers' resident flirt, Screwball. Mostly, she can't stand Screw's constant parade of one-night stands and inability to be serious. But the man is charming, and her resolve is only so strong. When Gumby, a romantic interest from Jazz's past, returns to her life, she suddenly finds herself stuck between two men who hate each other on sight yet seem inexplicably drawn together. As the new enforcer for the Hell's Handlers Motorcycle Club, Screwball faces a challenge he's avoided his entire life: the heavy weight of leadership. Now he's in charge of protecting his club as threats from an enemy MC mount. Even though he doubts himself, Screw wants the opportunity to prove his worth to his brothers. Meanwhile, he also finds himself attracted to Jazz in a way he's never experienced. When Jazz's eye-catching biker from Arizona shows up in town, Screw finds himself wondering if a future full of commitment might be worth leaving his comfort zone. Having grown up with a brutal father who spoke with his fists, Gumby learned early to suppress certain sides of himself. When he crosses the country in

search of a woman he can't shake from his head, he not only finds her in danger but the object of one very appealing enforcer's desire. He soon discovers denying his true identity can be impossible when faced with real temptation. Can three wounded souls overcome their baggage in time to save the Hell's Handlers MC and their relationship? \*\*This book is an MMF work containing scenes of M/F, M/M, and MMF. Enjoy!

The Virgin Group entrepreneur offers advice, shares his experiences, and discusses business insights collected from his syndicated "New York Times" column.

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you."

Throughout my life I have achieved many remarkable things. In this book I'll share with you my ideas and secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and into new and exciting areas - such as launching Virgin fuels. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

The former vice president and #1 best-selling author of *An Inconvenient Truth* offers a frank assessment of six critical drivers of global change in the decades to come—economic globalization, worldwide digital communications, a growing balance of global power, unsustainable population growth, scientific revolution and disruption of ecosystems.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his

business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \* Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

\*\*\*Over a half-million sold! The sequel, The Unicorn Project, is coming Nov 26\*\*\* “Every person involved in a failed IT project should be forced to read this book.”—TIM O’REILLY, Founder & CEO of O’Reilly Media “The Phoenix Project is a must read for business and IT executives who are struggling with the growing complexity of IT.”—JIM WHITEHURST, President and CEO, Red Hat, Inc. Five years after this sleeper hit took on the world of IT and flipped it on its head, the 5th Anniversary Edition of The Phoenix Project continues to guide IT in the DevOps revolution. In this newly updated and expanded edition of the bestselling The Phoenix Project, co-author Gene Kim includes a new afterword and a deeper delve into the Three Ways as described in The DevOps Handbook. Bill, an IT manager at Parts Unlimited, has been tasked with taking on a project critical to the future of the business, code named Phoenix Project. But the project is massively over budget and behind schedule. The CEO demands Bill must fix the mess in ninety days or else Bill's entire department will be outsourced. With the help of a prospective board member and his mysterious philosophy of The Three Ways, Bill starts to see that IT work has more in common with a manufacturing plant work than he ever imagined. With the clock ticking, Bill must organize work flow streamline interdepartmental communications, and effectively serve the other business functions at Parts Unlimited. In a fast-paced and entertaining style, three luminaries of the DevOps movement deliver a story that anyone who works in IT will recognize. Readers will not only learn how to improve their own IT organizations, they'll never view IT the same way again. “This book is a gripping read that captures brilliantly the dilemmas that face companies which depend on IT, and offers real-world solutions.”—JEZ HUMBLE, Co-author of Continuous Delivery, Lean Enterprise, Accelerate, and The DevOps Handbook ———— “I’m delighted at how The Phoenix Project has reshaped so many conversations in technology. My goal in writing The Unicorn Project was to explore and reveal the necessary but invisible structures required to make developers (and all engineers) productive, and reveal the devastating effects of technical debt and complexity. I hope this book can create common ground for technology and business leaders to leave the past behind, and co-create a better future together.”—Gene Kim, November 2019

Faking it till you make it doesn't work—at least, not long enough to build a sustainable business. This book by a CEO and public relations expert shows how authentic leadership eliminates the need for short-cuts that sabotage success. Self-doubt and the intense pressure of facing the unknown are real problems for entrepreneurs and leaders. But there's a difference between feigning confidence and running a con game; Elizabeth Holmes and Billy McFarland thrived on faking it for a short while, but their businesses were all aspiration, no foundation, and so collapsed disastrously. This book revisits the core of leadership, defines authentic, reality-based business integrity, and shows readers how to attain and maintain it. Through the double lens of running her own PR firm in Silicon Valley and advising hundreds of other executives, award-winning CEO Sabrina Horn shows leaders how to attend to the fundamentals and gain the clarity of thought necessary to make sound business decisions. She delivers real,

