

Softwar An Intimate Portrait Of Larry Ellison And Oracle

The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

In Chanel: An Intimate Life, acclaimed biographer Lisa Chaney tells the controversial story of the fashion icon who starred in her tumultuous era Coco Chanel was many things to many people. Raised in emotional and financial poverty, she became one of the defining figures of the twentieth century. She was mistress to aristocrats, artists and spies. She broke rules of style and decorum, seducing both men and women, yet in her work expected the highest standards. She took a 'plaything' and turned it into a global industry which defined the modern woman. Filled with new insights and thrilling discoveries, Lisa Chaney's Chanel provides the most defining and provocative portrait yet. 'Chaney's research is laudable, uncovering fresh details of Chanel's well-trodden rag trade to riches story' Evening Standard 'An unflinching examination of the historically inscrutable designer' Vogue Lisa Chaney has lectured and tutored in the history of art and literature, made TV and radio broadcasts on the history of culture, and reviewed and written for journals and newspapers, including The SundayTimes, the Spectator and the Guardian. She is the author of two previous biographies: Elizabeth David and Hide-and-Seek With Angels: The Life of J.M. Barrie.

Do you know that The Olympians Weren't the Original Immortals? Or that the Goddess Hera restored her virginity each year? The ancient Greeks wove one of the richest and best-preserved collections of stories of all the early civilizations, from the dawn of creation to the bloody siege at Troy. Discover: how Zeus comes to reign supreme with Hera by his side. how the lovely goddess of spring, Persephone, ends up as the Queen of the Underworld. Adventure of Perseus as he seeks the head of Medusa to deliver his mother from a tyrant. Stories of Hercules and experience the cunning of Theseus as he claims his birthright as king of Attica. The unfolding of the famous Trojan War from its unbelievable beginning through its astounding conclusion. Odysseus on his ten-year voyage home to Ithaca. And many other amazing tales! Get this book and discover the fascinating world of Greek Mythology today!

Preparing Students for Life and Work: Policies and Reforms Affecting Higher Education's Principal Mission raises important aspects of higher education that affect the lives and work prospects of students, discussing them in the context of different countries and over time.

Job titles like "Technical Architect" and "Chief Architect" nowadays abound in software industry, yet many people suspect that "architecture" is one of the most overused and least understood terms in professional software development. Gorton's book tries to resolve this dilemma. It concisely describes the essential elements of knowledge and key skills required to be a software architect. The explanations encompass the essentials of architecture thinking, practices, and supporting technologies. They range from a general understanding of structure and quality attributes through technical issues like middleware components and service-oriented architectures to recent technologies like model-driven architecture, software product lines, aspect-oriented design, and the Semantic Web, which will presumably influence future software systems. This second edition contains new material covering enterprise architecture, agile development, enterprise service bus technologies, RESTful Web services, and a case study on how to use the MeDICi integration framework. All approaches are illustrated by an ongoing real-world example. So if you work as an architect or senior designer (or want to someday), or if you are a student in software engineering, here is a valuable and yet approachable knowledge source for you.

SoftwarAn Intimate Portrait of Larry Ellison and OracleSimon and Schuster

A history of the computer company Oracle chronicles its rise to become one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals.

The ultimate interactive public speaking guide from tech speakers Poornima Vijayashanker and Karen Catlin that prepares and encourages techies to discover their expertise, confidently share it, and successfully level up in their careers. Techies around the world can now jump start and grow their speaking careers with the book, Present! A Techie's Guide to Public Speaking, written by tech leaders, Poornima Vijayashanker and Karen Catlin. The book serves as a resource for technology professionals who want or need to develop the skills to communicate their expertise effectively, whether in a meeting at work or delivering an engaging talk at a conference. Poornima, who is the founder of Femgineer and the founding engineer of Mint.com, collaborated with former Adobe vice president and founder of Karen Catlin Consulting, Karen Catlin, to compile and share their lessons, tips, and techniques learned from their own experiences as professional tech speakers. "Karen and I wanted to write this book so that our fellow techies would have a comprehensive resource to help them with their own public speaking endeavors. So many folks in the tech industry have amazing ideas and experience, but they often feel stuck on how to present them effectively. Also, our hope is that more women will be inspired by our stories and encouraged to get out there and share their own valuable expertise through public speaking in order to boost representation of women tech speakers," Poornima said. Present! covers public speaking from A to Z. Through stories, examples, and interactive exercises, Poornima and Karen dive into topics including, overcoming stage fright, exploring personal speaking style, creating the right talk for the right audience, polishing presence and delivery, and nailing any type of talk, whether it's a lightning or long-form talk or being part of a panel. Karen said, "Even though Poornima and I are professional speakers, we felt it was important to share our own feelings of nerves and uncertainty, and bumps we've had along the way - and sometimes continue to experience. It was important for us to communicate that no one is perfect and it really is okay when talks don't always go according to plan. Our hope is that by being open, we'll be able to give others the confidence and the techniques to handle situations when they arise, deliver an amazing presentation, and most importantly, have FUN!"

In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company: perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. Softwar examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In Softwar, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, Softwar gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, Softwar is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times

highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business stories of all time.

In this biographical study of his own family, Zareer Masani describes in a brutally frank language his own assessment about the intimate life of his parents, the charismatic Indian politician Minoo Masani and his talented wife Shakuntala.

Once upon a time Linus Torvalds was a skinny unknown, just another nerdy Helsinki techie who had been fooling around with computers since childhood. Then he wrote a groundbreaking operating system and distributed it via the Internet -- for free. Today Torvalds is an international folk hero. And his creation LINUX is used by over 12 million people as well as by companies such as IBM. Now, in a narrative that zips along with the speed of e-mail, Torvalds gives a history of his renegade software while candidly revealing the quirky mind of a genius. The result is an engrossing portrayal of a man with a revolutionary vision, who challenges our values and may change our world.

“Sir John’s ability to comprehend complex concepts and distill these into money-making ideas for his investors was legendary. With this book, Scott Phillips extends Sir John Templeton’s crystal clear vision to some of tomorrow’s most interesting and powerful money-making opportunities. All readers should be prepared to learn—and profit!” —Jeffrey Everett, Founding Partner, Everkey Global Partners “The brilliant global investing strategy of Sir John Templeton finds new life in Scott Phillips’ *Buying at the Point of Maximum Pessimism*. With the U.S. in trouble, savvy international investing is a must, and this book shows you the best places to put your money for serious profits ahead.” —Christopher Ruddy, CEO, Newsmax Media, Inc. “In *Buying at the Point of Maximum Pessimism*, Scott Phillips delivers a road map to investment success traveled by the very few but guaranteed to lead you to enormous profits. The book offers a delightful, common sense approach to investing that unfortunately is not so common.” —Robert P. Miles, author, *The Warren Buffett CEO* “If you want to mitigate your risks while leveraging your long-term sources for growth, read every page of this book and invest accordingly. In ten or twenty years you will look back and be thankful you did.” —Theodore Roosevelt Malloch, Ph.D., Research Professor, Yale University and CEO, The Roosevelt Group Value Investing for the 2010s! Earn Consistent Long-Term Profits in a Radically New Market Environment Legendary value investor Sir John Templeton knew the secret of earning consistent profits: In times of maximum pessimism, recognize what your long-term opportunities are—and be ready to pounce. This book shows you where today’s long-term opportunities are, so you can earn outsized profits when the “herd” is running away in terror. Lauren Templeton Capital Management’s Scott Phillips identifies six powerful value investing themes for the 2010s: areas of long-term growth that become even more compelling in volatile or bear markets. This is value investing for the 2010s: a set of emerging opportunities you can profit from, while other investors are selling in fear!

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a \$1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-King of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman.

Chronicles the life, loves, and business conquests of the Revlon CEO

The million-copy bestseller: “A laugh-out-loud and cry-out-loud tale of growing up . . . this fast paced, sassy novel triumphs” (The Philadelphia Inquirer). For the seniors at Immaculate Heart High, hormones triumphed over the State of Grace—and everyone’s vocation was to DO IT. The Map of Forbidden Sexual Delights extended its boundaries nightly in the back seats of tail-finned cars. And nothing—not even the Anti-Smut League—could keep the boys and the girls from a rowdy, raunchy romp through those heart-stopping, heart-wrenching days of growing up! “To read *Virgins* is to remember the days when a kiss was two tightly closed mouths colliding and there were definite rules as to where a roving hand could rove . . . and no, if you are too young to remember those days, Caryl Rivers is not making it all up. Rivers has written a very funny book.” —The Washington Post “Rivers is in her element. Her descriptions, from the blue serge uniforms and scuffed oxfords to the continuing battle of wits with the nuns, are right on target. *Virgins* is quick and bright.” —Los Angeles Times “Miss Rivers demonstrates her sharp comic form right from the start.” —The New York Times Book Review “Rivers doesn’t give one time to pause for breath between the bawdy laugh-out-loud and wrenchingly moving moments in her new book . . . This glimpse of the chasm separating youthful hopes and realities will affect readers strongly.” —Publishers Weekly

An inside look at a cable titan and his industry John Malone, hailed as one of the great unsung heroes of our age by some and reviled by others as a ruthless robber baron, is revealed as a bit of both in *Cable Cowboy*. For more than twenty-five years, Malone has dominated the cable television industry, shaping the world of entertainment and communications, first with his cable company TCI and later with Liberty Media. Written with Malone's unprecedented cooperation, the engaging narrative brings this controversial capitalist and businessman to life. *Cable Cowboy* is at once a penetrating portrait of Malone's complex persona, and a captivating history of the cable TV industry. Told in a lively style with exclusive details, the book shows how an unassuming copper strand started as a backwoods antenna service and became the digital nervous system of the U.S.,

an evolution that gave U.S. consumers the fastest route to the Internet. Cable Cowboy reveals the forces that propelled this pioneer to such great heights, and captures the immovable conviction and quicksilver mind that have defined John Malone throughout his career.

This book proves, with clinical detail, that it was the Allies, and not the Germans, who started the "blitz" and once underway, carried it to the most extreme murderous ends. The author is meticulous in his arguments and cites cabinet meeting transcripts, and memoirs of those involved in the decision-making.

Popular consensus says that the US rose over two centuries to Cold War victory and world domination, and is now in slow decline. But is this right? History's great civilizations have always lasted much longer, and for all its colossal power, American culture was overshadowed by Europe until recently. What if this isn't the end? In *History Has Begun*, Bruno Maes offers a compelling vision of America's future, both fascinating and unnerving. From the early American Republic, he takes us to the turbulent present, when, he argues, America is finally forging its own path. We can see the birth pangs of this new civilization in today's debates on guns, religion, foreign policy and the significance of Trump. Should the coronavirus pandemic be regarded as an opportunity to build a new kind of society? What will its values be, and what will this new America look like? Maes traces the long arc of US history to argue that in contrast to those who see the US on the cusp of decline, it may well be simply shifting to a new model, one equally powerful but no longer liberal. Consequently, it is no longer enough to analyze America's current trajectory through the simple prism of decline vs. progress, which assumes a static model—America as liberal leviathan. Rather, Maes argues that America may be casting off the liberalism that has defined the country since its founding for a new model, one more appropriate to succeeding in a transformed world.

Social software has taken the Internet by storm, fuelling huge growth in collaborative authoring platforms (such as blogs, wikis and podcasts) and massive expansion in social networking communities. These technologies have generated an unprecedented level of consumer participation and it is now time for businesses to embrace them as part of their own information and knowledge management strategies. *Enterprise 2.0* is one of the first books to explain the impact that social software will have inside the corporate firewall, and ultimately how staff will work together in the future. Niall Cook helps you to navigate this emerging landscape and introduces the key concepts that make up 'Enterprise 2.0'. The 4Cs model at the heart of the book uses practical examples from well known companies in a range of industry sectors to illustrate how to apply Enterprise 2.0 to encourage communication, cooperation, collaboration and connection between employees and customers in your own company. Erudite, well-researched and highly readable, this book is essential for anyone involved in knowledge, information and library management, as well as those implementing social software tools inside organizations. It will also appeal to marketing, advertising, public relations and internal communications professionals who need to exploit the opportunities social software offers for significant business impact and competitive advantage.

Los Angeles, called Tehrangeles because it is home to the largest concentration of Iranians outside of Iran, is the birthplace of a distinctive form of postrevolutionary pop music. Created by professional musicians and media producers fleeing Iran's revolutionary-era ban on "immoral" popular music, Tehrangeles pop has been a part of daily life for Iranians at home and abroad for decades. In *Tehrangeles Dreaming* Farzaneh Hemmasi draws on ethnographic fieldwork in Los Angeles and musical and textual analysis to examine how the songs, music videos, and television made in Tehrangeles express modes of Iranian-ness not possible in Iran. Exploring Tehrangeles pop producers' complex commercial and political positioning and the histories, sensations, and fantasies their music makes available to global Iranian audiences, Hemmasi shows how unquestionably Iranian forms of Tehrangeles popular culture exemplify the manner in which culture, media, and diaspora combine to respond to the Iranian state and its political transformations. The transnational circulation of Tehrangeles culture, she contends, transgresses Iran's geographical, legal, and moral boundaries while allowing all Iranians the ability to imagine new forms of identity and belonging.

Over its venerable history, Hadrian's Wall has had an undeniable influence in shaping the British landscape, both literally and figuratively. Once thought to be a soft border, recent research has implicated it in the collapse of a farming civilisation centuries in the making, and in fuelling an insurgency characterised by violent upheaval. Examining the everyday impact of the Wall over the three centuries it was in operation, Matthew Symonds sheds new light on its underexplored human story by discussing how the evidence speaks of a hard border scything through a previously open landscape and bringing dramatic change in its wake. The Roman soldiers posted to Hadrian's Wall were overwhelmingly recruits from the empire's occupied territories, and for them the frontier could be a place of fear and magic where supernatural protection was invoked during spells of guard duty. Since antiquity, the Wall has been exploited by powers craving the legitimacy that came with being accepted as the heirs of Rome: it helped forge notions of English and Scottish nationhood, and even provided a model of selfless cultural collaboration when the British Empire needed reassurance. It has also inspired creatives for centuries, appearing in a more or less recognisable guise in works ranging from Rudyard Kipling's *Puck of Pook's Hill* to George R. R. Martin's *A Game of Thrones*. Combining an archaeological analysis of the monument itself and an examination of its rich legacy and contemporary relevance, this volume presents a reliable, modern perspective on the Wall.

How much do you really know about Google's founders, Larry Page and Sergey Brin? *The Google Guys* skips past the general Google story and focuses on what really drives the company's founders. Richard L. Brandt shows the company as the brainchild of two brilliant individuals and looks at Google's business decisions in light of its founders' ambition and beliefs. Larry is the main strategist, with business acumen and practical drive, while Sergey is the primary technologist and idealist, with brilliant ideas and strong

moral positions. But they work closely together, almost like complementary halves of a single brain. Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brandt demystifies the company while clarifying a number of misconceptions.

A diamond-hard, visionary new SF thriller. Nailed-down cyberpunk ala William Gibson for the 21st century meets the vivid dark futures of Al Reynolds in this extraordinary debut novel. With Earth abandoned, humanity resides on Station, an industrialised asteroid run by the sentient corporations of the Pantheon. Under their leadership a war has been raging against the Totality - ex-Pantheon AIs gone rogue. With the war over, Jack Forster and his sidekick Hugo Fist, a virtual ventriloquist's dummy tied to Jack's mind and created to destroy the Totality, have returned home. Labelled a traitor for surrendering to the Totality, all Jack wants is to clear his name but when he discovers two old friends have died under suspicious circumstances he also wants answers. Soon he and Fist are embroiled in a conspiracy that threatens not only their future but all of humanity's. But with Fist's software licence about to expire, taking Jack's life with it, can they bring down the real traitors before their time runs out?

Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying "It's not enough that I succeed, everyone else must fail" has been so often used by or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and Everyone Else Must Fail raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's tendency to be his own company's worst enemy.

Expanded to include the behind-the-scenes story of the 34th America's Cup and Team USA's incredible comeback Down eight-to-one in the 34th America's Cup in September 2013, Oracle Team USA pulled off a comeback for the ages, with eight straight wins against Emirates Team New Zealand. Julian Guthrie's *The Billionaire and the Mechanic* tells the incredible story of how a car mechanic and one of the world's richest men teamed up to win the world's greatest race. With a lengthy new section on the 34th America's Cup, Guthrie also shows how they did it again. The America's Cup, first awarded in 1851, is the oldest trophy in international sports. In 2000, Larry Ellison, co-founder and billionaire CEO of Oracle Corporation, decided to run for the prize and found an unlikely partner in Norbert Bajurin, a car mechanic and Commodore of the blue-collar Golden Gate Yacht Club. After unsuccessful runs for the Cup in 2003 and 2007, they won for the first time in 2010. With unparalleled access to Ellison and his team, Guthrie takes readers inside the building process of these astonishing boats and the lives of the athletes who race them and throws readers into exhilarating races from Australia to Valencia. The Second Edition of Johnny Saldaña's international bestseller provides an in-depth guide to the multiple approaches available for coding qualitative data. Fully up to date, it includes new chapters, more coding techniques and an additional glossary. Clear, practical and authoritative, the book: -describes how coding initiates qualitative data analysis -demonstrates the writing of analytic memos -discusses available analytic software -suggests how best to use *The Coding Manual for Qualitative Researchers* for particular studies. In total, 32 coding methods are profiled that can be applied to a range of research genres from grounded theory to phenomenology to narrative inquiry. For each approach, Saldaña discusses the method's origins, a description of the method, practical applications, and a clearly illustrated example with analytic follow-up. A unique and invaluable reference for students, teachers, and practitioners of qualitative inquiry, this book is essential reading across the social sciences.

Discusses the raucous journalism of the Revolutionary era, showing how it helped build a nation that endured and offering new perspectives on today's media wars.

How will China reform its economy as it aspires to become the next economic superpower? It's clear that China is the world's next economic superpower. But what isn't so clear is how China will get there by the middle of this century. It now faces tremendous challenges such as fostering innovation, dealing with ageing problem and coping with a less accommodative global environment. In this book, economists from China's leading university and America's best-known think tank offer in depth analyses of these challenges. Does China have enough talent and right policy and institutional mix to transit from input-driven to innovation-driven economy? What does ageing mean, in terms of labor supply, consumption demand and social welfare expenditure? Can China contain the environmental and climate change risks? How should the financial system be transformed in order to continuously support economic growth and keep financial risks under control? What fiscal reforms are required in order to balance between economic efficiency and social harmony? What roles should the state-owned enterprises play in the

future Chinese economy? In addition, how will technological competition between the United States and China affect each country's development? Will the Chinese yuan emerge as a major reserve currency, and would this destabilize the international financial system? What will be China's role in the international economic institutions? And will the United States and other established powers accept a growing role for China and the rest of the developing world in the governance of global institutions such as the World Trade Organization and the International Monetary Fund, or will the world devolve into competing blocs? This book provides unique insights into independent analyses and policy recommendations by a group of top Chinese and American scholars. Whether China succeeds or fails in economic reform will have a large impact, not just on China's development, but also on stability and prosperity for the whole world. Encompassing nearly 2,000 years of heists and tunnel jobs, break-ins and escapes, *A Burglar's Guide to the City* offers an unexpected blueprint to the criminal possibilities in the world all around us. You'll never see the city the same way again. At the core of *A Burglar's Guide to the City* is an unexpected and thrilling insight: how any building transforms when seen through the eyes of someone hoping to break into it. Studying architecture the way a burglar would, Geoff Manaugh takes readers through walls, down elevator shafts, into panic rooms, up to the buried vaults of banks, and out across the rooftops of an unsuspecting city. With the help of FBI Special Agents, reformed bank robbers, private security consultants, the L.A.P.D. Air Support Division, and architects past and present, the book dissects the built environment from both sides of the law. Whether picking padlocks or climbing the walls of high-rise apartments, finding gaps in a museum's surveillance routine or discussing home invasions in ancient Rome, *A Burglar's Guide to the City* has the tools, the tales, and the x-ray vision you need to see architecture as nothing more than an obstacle that can be outwitted and undercut. Full of real-life heists—both spectacular and absurd—*A Burglar's Guide to the City* ensures readers will never enter a bank again without imagining how to loot the vault or walk down the street without planning the perfect getaway.

The Pulitzer Prize-winning author reveals how Lincoln won the Civil War and invented the role of commander in chief as we know it. As we celebrate the bicentennial of Lincoln's birth, this study by preeminent, bestselling Civil War historian James M. McPherson provides a rare, fresh take on one of the most enigmatic figures in American history. *Tried by War* offers a revelatory (and timely) portrait of leadership during the greatest crisis our nation has ever endured. Suspenseful and inspiring, this is the story of how Lincoln, with almost no previous military experience before entering the White House, assumed the powers associated with the role of commander in chief, and through his strategic insight and will to fight changed the course of the war and saved the Union.

An investigative, behind-the-scenes report on the semiconductor/computer industry traces the history of Silicon Valley and the electronics industry, and the entrepreneurs, innovations, industrial espionage, drug scene, and other realities of Silicon Valle

The riveting true story of the women who launched America into space. In the 1940s and 50s, when the newly minted Jet Propulsion Laboratory needed quick-thinking mathematicians to calculate velocities and plot trajectories, they didn't turn to male graduates. Rather, they recruited an elite group of young women who, with only pencil, paper, and mathematical prowess, transformed rocket design, helped bring about the first American satellites, and made the exploration of the solar system possible. For the first time, *Rise of the Rocket Girls* tells the stories of these women -- known as "human computers" -- who broke the boundaries of both gender and science. Based on extensive research and interviews with all the living members of the team, *Rise of the Rocket Girls* offers a unique perspective on the role of women in science: both where we've been, and the far reaches of space to which we're heading. "If *Hidden Figures* has you itching to learn more about the women who worked in the space program, pick up Nathalia Holt's lively, immensely readable history, *Rise of the Rocket Girls*." -- *Entertainment Weekly* With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

This book offers key insights into how to manage software development across international boundaries. It is based on a series of case studies looking at the relationships between firms from North America, the UK, Japan and Korea with Indian software houses. In these case studies, which have typically been compiled over a 3-4 year timespan, the authors analyse the multi-faceted challenges encountered in managing these Global Software Alliances (GSAs). These challenges range from the conflicts that managers face when dealing with distance, to the tensions of transferring knowledge across time and space, to issues in trying to establish universal standards in a context of constant change, and the problems of identity that developers and clients experience in having to deal with different organizations and countries. Throughout the book, the authors draw on their extensive research and experience to offer constructive advice on how to manage GSAs more effectively.

This bold re-examination of the history of U.S. economic growth is built around a novel claim, that productive capacity grew dramatically across the Depression years (1929-1941) and that this advance provided the foundation for the economic and military success of the United States during the Second World War as well as for the golden age (1948-1973) that followed. Alexander J. Field takes a fresh look at growth data and concludes that, behind a backdrop of double-digit unemployment, the 1930s actually experienced very high rates of technological and organizational innovation, fueled by the maturing of a privately funded research and development system and the government-funded build-out of the country's surface road infrastructure. This significant new volume in the Yale Series in Economic and Financial History invites new discussion of the causes and consequences of productivity growth over the last century and a half and on our current prospects.

"Deeply reported and bracingly written, this book is an indispensable guide to modern innovation and entrepreneurship." —Walter Isaacson, New York Times bestselling author of *Code*

Breaker A definitive, deeply reported look at the origin of PayPal and its founding team, including Elon Musk, Peter Thiel, Reid Hoffman, Max Levchin, and others whose stories have never before been told. They have defined the modern world. This experience defined them. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, LinkedIn, Pinterest, and Airbnb, among many others. They defined 21st-century innovation and entrepreneurship—and still shape that template today. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of how they first connected and cut their start-up teeth has gone untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payment company called PayPal. It would grow to become one of the world's foremost companies, but that success was anything but certain. From the outset, the team faced industry skeptics, bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni pulls back the curtain on PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, Soni shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the countless individuals whose stories never made the front pages nor earned banner headlines—but whose contributions were vital to PayPal's success. *The Founders* is a story of iteration and inventiveness, one that casts a long and powerful shadow over modern life. Jimmy Soni's narrative offers deep insight into how this once-in-a-generation assemblage of talent came to work together and how that collaboration changed our world forever.

This book discusses how model-based approaches can improve the daily practice of software professionals. This is known as Model-Driven Software Engineering (MDSE) or, simply, Model-Driven Engineering (MDE). MDSE practices have proved to increase efficiency and effectiveness in software development, as demonstrated by various quantitative and qualitative studies. MDSE adoption in the software industry is foreseen to grow exponentially in the near future, e.g., due to the convergence of software development and business analysis. The aim of this book is to provide you with an agile and flexible tool to introduce you to the MDSE world, thus allowing you to quickly understand its basic principles and techniques and to choose the right set of MDSE instruments for your needs so that you can start to benefit from MDSE right away. The book is organized into two main parts. The first part discusses the foundations of MDSE in terms of basic concepts (i.e., models and transformations), driving principles, application scenarios, and current standards, like the well-known MDA initiative proposed by OMG (Object Management Group) as well as the practices on how to integrate MDSE in existing development processes. The second part deals with the technical aspects of MDSE, spanning from the basics on when and how to build a domain-specific modeling language, to the description of Model-to-Text and Model-to-Model transformations, and the tools that support the management of MDSE projects. The second edition of the book features: a set of completely new topics, including: full example of the creation of a new modeling language (IFML), discussion of modeling issues and approaches in specific domains, like business process modeling, user interaction modeling, and enterprise architecture complete revision of examples, figures, and text, for improving readability, understandability, and coherence better formulation of definitions, dependencies between concepts and ideas addition of a complete index of book content In addition to the contents of the book, more resources are provided on the book's website <http://www.mdse-book.com>, including the examples presented in the book.

Burlingame interprets Lincoln's private life, discussing his marriage to Mary Todd, the untimely death of his son Willie to disease in 1862, and his recurrent anguish over the enormous human costs of the war.

Like one of the movie moguls of old, Michael Eisner is a titan -- feared, powerful, and almost magically successful. After rising through ABC television and Paramount Pictures, he awoke the sleeping giant of Disney and sent it stomping across the entertainment landscape. But since the tragic death of Frank Wells in a helicopter crash in 1994, he has lacked -- for the first time in his career -- a colleague who could temper his personality. The result, writes Kim Masters, has been a slide into a Nixonian paranoia and isolation. In *The Keys to the Kingdom*, Masters crafts a gripping account of this larger-than-life story of larger-than-life hubris, combining an insightful analysis of power in Hollywood with a vivid, deeply researched narrative that brings the personalities, the enmities, and the corporate mayhem to life.

This is the biography of billionaire Li Ka-shing, the ultimate Hong Kong rags-to-riches success story. The book follows his life from his poor family's flight from the Japanese to Hong Kong in 1940, to his famous takeover of the British hong Hutchison Whampoa in 1979, and expansion of his business empire to become one of the ten richest people in the world. Mr Li entered business as a teenager, selling plastic goods, until at twenty-two, he started his own plastics company, Cheung Kong, specializing in plastic flowers. He entered the real estate market in the 1960s, and, by 1979, only the colonial government owned more real estate in Hong Kong than MrLi. He eventually built a conglomerate encompassing Canada, Britain, parts of the US, and South America, extending into media, hotels, shipping, oil, and grocery stores.

A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's co-founder and chief executive. Reprint. 20,000 first printing.

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