

The Everything Store Jeff Bezos And The Age Of Amazon

Learn who Jeff Bezos is, how he started Amazon, and even how he came up with company's name. Primary sources with accompanying questions, multiple prompts, timeline, index, and glossary also included. Aligned to Common Core Standards and correlated to state standards. Core Library is an imprint of Abdo Publishing, a division of ABDO. Documents the rise of the video-game icon, offering insight into its creation, the Hollywood and courtroom dramas triggered by the character's success, and Nintendo's marketing campaign targeting non-gamer consumers.

A look at how the New Deal fundamentally changed American life, and why it remains relevant today "The New Deal was America's response to the gravest economic and social crisis of the twentieth century. It now serves as a source of inspiration for how we should respond to the gravest crisis of the twenty-first. There's no more fluent and informative a guide to that history than Eric Rauchway, and no one better to describe the capacity of government to transform America for the better."—Barry Eichengreen, University of California, Berkeley The greatest peaceable expression of common purpose in U.S. history, the New Deal altered Americans' relationship with politics, economics, and one another in ways that continue to resonate today. No matter where you look in America, there is likely a building or bridge built through New Deal initiatives. If you have taken out a small business loan from the federal government or drawn unemployment, you can thank the New Deal. While certainly flawed in many aspects—the New Deal was implemented by a Democratic Party still beholden to the segregationist South for its majorities in Congress and the Electoral College—the New Deal was instated at a time of mass unemployment and the rise of fascistic government models and functioned as a bulwark of American democracy in hard times. This book looks at how this legacy, both for good and ill, informs the current debates around governmental responses to crises.

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

Gates reveals the guiding genius behind the unparalleled success of the Microsoft Corporation-- the biggest and most profitable personal computer software company in history-- and exposes the intensely competitive tactics that help it dominate the desktops of America. Chairman and co-founder of Microsoft, Bill Gates is the most powerful person in the computer industry and the youngest self-made billionaire in history. His company's DOS and Windows programs are such universal standards that more than nine out of ten personal computers depend on Microsoft software. Under the "Microsoft Everywhere" rallying cry, Gates intends to expand his company's worldwide dominance to office equipment, communications, and home entertainment. Vivid and definitive, Gates details the behind the scenes history of the personal computer industry and its movers and shakers, from Apple to IBM, from Steve Jobs to Ross Perot. Uncovering the inside stories of the bitter battle for control of the expanding personal computing market, Gates is a bracing, comprehensive portrait of the industry, the company, and the man-- and what they mean for a future where software is everything.

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the "most authoritative...and in many ways the most entertaining" (James Gleick, The New York Book Review) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, The Wall Street Journal).

History Hub presents a short and captivating look into Jeff Bezos' complete life from beginning to end, one of history's great notable figures worthy to discover. Everyone with an

internet connection knows the website Amazon.com and its owner, Jeff Bezos. He's also known for being the world's wealthiest man, surpassing the tech mogul Bill Gates. However, most didn't know how he was born into teenage parents surrounded by poverty; how he worked part-time while Bezos was a student; and how he opened his first business in high school. Bezos' life tells the story of a man who relentlessly achieved his dreams despite the challenges and difficulties along the way. Discover in this short biography the remarkable story of a life who inspired generations to come. This book also contains 30 questions for an in-depth discussion into the life of Jeff Bezos. Download your copy now on sale Read on your PC, Mac, iOS or Android smartphone, tablet devices.

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

Words of wisdom from Charlie Munger—Warren Buffett's longtime business partner and the visionary Vice Chairman of Berkshire Hathaway—collected and interpreted with an eye towards investing by David Clark, coauthor of the bestselling Buffettology series. Born in Omaha, Nebraska in 1924 Charlie Munger studied mathematics at the University of Michigan, trained as a meteorologist at Cal Tech Pasadena while in the Army, and graduated magna cum laude from Harvard Law School without ever earning an undergraduate degree. Today, Munger is one of America's most successful investors, the Vice Chairman of Berkshire Hathaway, and Warren Buffett's business partner for almost forty years. Buffett says "Berkshire has been built to Charlie's blueprint. My role has been that of general contractor." Munger is an intelligent, opinionated business man whose ideas can teach professional and amateur investors how to be successful in finance and life. Like The Tao of Warren Buffett and The Tao of Te Ching, The Tao of Charlie Munger is a compendium of pithy quotes including, "Knowing what you don't know is more useful than being brilliant" and "In my whole life, I have known no wise people who didn't read all the time—none, zero." This collection, culled from interviews, speeches, and questions and answers at the Berkshire Hathaway and Wesco annual meetings, offers insights into Munger's amazing financial success and life philosophies. Described by Business Insider as "sharp in his wit and investing wisdom," Charlie Munger's investment tips, business philosophy, and rules for living are as unique as his life story; intelligent as he clearly is; and as successful as he has been.

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

We never know what will happen next in Florida. We know only that, any minute now, something will. Every few months, Dave Barry gets a call from some media person wanting to know, "What the hell is wrong with Florida?" Somehow, the state has acquired an image as a subtropical festival of stupid, and as a loyal Floridian, Dave begs to differ. Sure, there was the 2000 election. And people seem to take their pants off for no good reason. And it has flying insects the size of LeBron James. But it is a great state, and Dave is going to tell you why. Join him as he celebrates Florida from Key West at the bottom to whatever it is that's at the top, from the Sunshine State's earliest history to the fun-fair of weirdness that it is today.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking

Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada Richard Koch has made over £100 million from spotting 'Star' businesses. In his new book, he shares the secrets of his success - and shows how you too can identify and enrich yourself from 'Stars'. Star businesses are ventures operating in a high-growth sector - and are the leaders in their niche of the market. Stars are rare. But with the help of this book and a little patience, you can find one, or create one yourself. THE STAR PRINCIPLE is a vital book for any budding entrepreneur or investor (of grand or modest means). It is also invaluable for any ambitious employee who realises the benefits of working for a Star venture - real responsibility, fast personal development, better pay, great bonuses and valuable share options. Whoever your are, identifying and investing in Stars will make your life much sweeter and richer in every way.

Jeff Bezos started Amazon in 1994 as an online bookstore based out of his garage. Since then, the ever-expanding enterprise has revolutionized shopping and, in many important ways, invented e-commerce as we know it. Today, Amazon is the third-most valuable company in the world, and Bezos's vast customer-oriented empire has mushroomed to include everything from cloud computing and fresh food delivery to movie production and consumer electronics. In recent years, Bezos also has invested in rocket technology, newspaper publishing, and artificial intelligence. Every arm of Bezos's business, however, is guided by a fundamental goal: to give customers what they want before they even think to ask for it. First Mover: Jeff Bezos In His Own Words offers a unique look into the mind of one of the world's most successful entrepreneurs by collecting more than 500 of Bezos's quotes on business, technology, customer service, e-commerce, innovation, entrepreneurship, and more. Meticulously curated from interviews, speeches, shareholder letters, press releases, and other sources, First Mover creates a comprehensive picture of Jeff Bezos, his obsessions, and what makes his ventures thrive. After more than 20 years at the helm of Amazon and its subsidiaries, Bezos continues to operate on what he calls "Day One time" in order to maintain the early experimental spirit of his business. Since the beginning, when he first saw the potential of the internet as a powerful tool for commerce, he has looked for trends and technologies that can alter not just business but daily life. First Mover reveals in detail a man who wants to push the future forward—and will inspire readers to do the same.

You must deliver an amazing customer experience. Why? It is the competitive edge of new-era business—in any market and any economy. Renowned customer experience expert Shep Hyken explains how consistently amazing customers through stellar service can elevate your company from good to great. All transformations require a role model, and Shep has found the perfect role model to inspire your team: Ace Hardware. Ace was named as one of the top ten customer service brands in America by Businessweek and ranked highest in its industry for customer satisfaction. Through revealing stories from Ace's over-the-top work with customers, Shep explores the five tactical areas of customer amazement: leadership, culture, one-on-one, competitive edge, and community. Delivering amazing service requires everyone in your organization to step up and be a leader. It doesn't take a title. It takes the right set of tools and principles. To help you empower employees at all levels, Shep brings the content to a deeply practical level. His 52 Amazement Tools—like “Ask the extra question” and “Focus on the customer, not the money”—are simple, clear, useful for almost anybody, and supported with compelling research and stories. Between these covers, you will find the tools and tactics you need to transform your company into a seriously customer-focused operation that will amaze every customer every time.

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

Mankind now has within its grasp the power to synthesize true artificial life, playing out Dr Frankenstein's dream in both cyberspace and the real world. In this book, Steve Grand, a leading exponent of artificial life, provides the first authoritative and comprehensive tour of the frontiers of this burgeoning new creation. He surveys what has been achieved so far and looks at future possibilities for generating autonomous, intelligent, even conscious living things. The fundamental questions he tackles range widely: what is life? What should the minds, brains and bodies of these new life forms be like? What philosophical guidelines and computational frameworks are necessary? At the heart of this brilliantly accessible and thought-provoking book is the author's unique imaginative vision - a vision based on his experience of making some of the most advanced artificial life currently available.

What do Google, Snapchat, Tinder, Amazon, and Uber have in common, besides soaring market share? They're platforms - a new business model that has quietly become the only game in town, creating vast fortunes for its founders while dominating everyone's daily life. A platform, by definition, creates value by facilitating an exchange between two or more interdependent groups. So, rather than making

things, they simply connect people. The Internet today is awash in platforms - Facebook is responsible for nearly 25 percent of total Web visits, and the Google platform crash in 2013 took about 40 percent of Internet traffic with it. Representing the ten most trafficked sites in the U.S., platforms are also prominent over the globe; in China, they hold the top eight spots in web traffic rankings. The advent of mobile computing and its ubiquitous connectivity have forever altered how we interact with each other, melding the digital and physical worlds and blurring distinctions between "offline" and "online." These platform giants are expanding their influence from the digital world to the whole economy. Yet, few people truly grasp the radical structural shifts of the last ten years. In *Modern Monopolies*, Alex Moazed and Nicholas L. Johnson tell the definitive story of what has changed, what it means for businesses today, and how managers, entrepreneurs, and business owners can adapt and thrive in this new era.

The classic warts-and-all portrait of the 1980s financial scene. The 1980s was the most outrageous and turbulent era in the financial market since the crash of '29, not only on Wall Street but around the world. Michael Lewis, as a trainee at Salomon Brothers in New York and as an investment banker and later financial journalist, was uniquely positioned to chronicle the ambition and folly that fueled the decade. Critically examines the influence of Google, profiling company founders Larry Page and Sergey Brin while offering insight into their lucrative business processes and assessing the internal and external threats that may inhibit the company's prospects.

A "funny, contemplative" memoir of working at Amazon in the early years, when it was a struggling online bookstore (San Francisco Chronicle). In a book that Ian Frazier has called "a fascinating and sometimes hair-raising morality tale from deep inside the Internet boom," James Marcus, hired by Amazon.com in 1996—when the company was so small his e-mail address could be james@amazon.com—looks back at the ecstatic rise, dramatic fall, and remarkable comeback of the consummate symbol of late 1990s America. Observing "how it was to be in the right place (Seattle) at the right time (the '90s)" (Chicago Reader), Marcus offers a ringside seat on everything from his first interview with Jeff Bezos to the company's bizarre Nordic-style retreats, in "a clear-eyed, first-person account, rife with digressions on the larger cultural meaning throughout" (Henry Alford, Newsday). "Marcus tells his story with wit and candor." —Booklist, starred review

This book guides readers through a very comprehensive, step-by-step process to produce professional-quality business plans to attract the financial backing entrepreneurs need, no matter what their dream. "An engrossing story of audacious entrepreneurism and big-industry disruption, [this] is a tale for our times." —Charles Duhigg, author of *Smarter Faster Better* An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company's young CEO steers into increasingly uncharted waters. "A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption." —Rana Foroohar, Financial Times columnist and CNN global economic analyst

Prepare to be shocked. From the man The Wall Street Journal hailed as a "Swiftean satirist" comes the most shocking book ever written! *The Borowitz Report: The Big Book of Shockers*, by award-winning fake journalist Andy Borowitz, contains page after page of "news stories" too hot, too controversial, too -- yes, shocking -- for the mainstream press to handle. Sample the groundbreaking reporting from the news organization whose motto is "Give us thirty minutes -- we'll waste it."

Three top Wall Street analysts reveal enduring lessons in sustainable success from the great industrial titans—the high-tech companies of their day—to the disruptors that now dominate the economy. Before Silicon Valley disrupted the world with new technologies and business models, America's industrial giants paved the way. Companies like General Electric, United Technologies, and Caterpillar were the Google and Amazon of their day, setting gold standards in innovation, growth, and profitability. Today's leaders can learn a great deal from their successes, as well as their missteps. In this essential guide, three veteran Wall Street analysts reveal timeless lessons from the titans of industry—and offer battle-tested survival tactics for an ever-changing world. You'll learn: how GE became the largest company on earth—only for a culture of arrogance to set in motion the largest collapse in history how Boeing reassessed risks, raised profits—and tragically lost its balance how Danaher avoided the pitfalls of tremendous success—by continually reinventing itself how Honeywell experienced a near-fatal cultural breakdown—and executed a flawless turnaround how Caterpillar relied too much on forecasting, lost billions—and rallied by recommitting to the basics Filled with illuminating case studies and brilliant in-depth analysis, this invaluable book provides a multitude of insights that will help you weather market upheavals, adapt to disruptions, and optimize your resources to your best advantage. You'll learn hard-won lessons in innovation, growth, resilience, and operational excellence, as well as the time-proven fundamentals of continuous improvement for lasting success. In the end, you'll have your own personal toolbox of useful takeaways from more than a century's worth of data, experience, wisdom, and can-do spirit, courtesy of some of the greatest business enterprises of all time. This is how manufacturers survived the first disruptors of technology—and how today's giants can survive and thrive during continuous cycles of disruption.

Venture capitalist John Doerr reveals a sweeping--and actionable--plan to conquer humanity's greatest challenge: climate change. In 2006, acclaimed investor John Doerr and his partners at Kleiner Perkins launched their first clean technology fund. They've backed more climate entrepreneurs than anyone else and have invested in a broad range of solutions, absorbing hard-earned lessons along the way. Fifteen years later, despite breakthroughs in batteries, electric vehicles, and solar and wind power, global warming continues to get worse. Its impact is all around us: droughts, floods, wildfires, the melting of the polar ice caps. Our world is squarely in a climate crisis and on the brink of a climate disaster. Yet despite our state of emergency, climate change has yet to be tackled with the consistency and urgency it requires. More than ever, we need a clear course of action. What if the goal-setting techniques that powered the rise of today's most innovative organizations were brought to bear on humanity's greatest challenge? Fueled by a powerful tool called Objectives and Key Results (OKRs), *SPEED & SCALE* offers an unprecedented global plan for cutting greenhouse gas emissions and preserving a habitable planet. Used by Google, Bono's ONE foundation, and startups the world over, OKRs have scaled ideas into achievements that changed the world. With clear-eyed realism and science-backed precision, Doerr identifies the OKRs we need to reduce emissions across every sector of the economy and to arrive by 2050 at net zero--the point where we are no longer adding to the heat-trapping carbon in the atmosphere. By turns pragmatic and inspiring, *SPEED & SCALE* intersperses Doerr's wide-ranging analysis with firsthand

accounts from Jeff Bezos, Christiana Figueres, Al Gore, Mary Barra, Bill Gates, and other intrepid policy leaders, entrepreneurs, scientists, and activists. A launchpad for those who want to act now, this book is geared to ambitious leaders of every kind. With a definitive plan, science, and a rising climate movement on our side, we can still reach net zero before it is too late. But as Doerr reminds us, there is no more time to waste.

In Amazon.com Jeff Bezos built something the world had never seen. He created the most recognized brand name on the Internet, became for a time one of the richest men in the world, and was crowned "the king of cyber-commerce." Yet for all the media exposure, the inside story of Amazon.com has never really been told. In this revealing, unauthorized account, Robert Spector, journalist and best-selling author, gives us this up-to-date, fast-paced, behind-the-scenes story of the company's creation and rise, its tumultuous present, and its uncertain future.

#1 NEW YORK TIMES BESTSELLER ONE OF BARACK OBAMA'S FAVORITE BOOKS OF THE YEAR NAMED A BEST BOOK OF 2020 BY THE NEW YORK TIMES * THE WASHINGTON POST * NPR * PEOPLE * TIME MAGAZINE* VANITY FAIR * GLAMOUR "Bennett's tone and style recalls James Baldwin and Jacqueline Woodson, but it's especially reminiscent of Toni Morrison's 1970 debut novel, *The Bluest Eye*." —Kiley Reid, *Wall Street Journal* "A story of absolute, universal timelessness ... For any era, it's an accomplished, affecting novel. For this moment, it's piercing, subtly wending its way toward questions about who we are and who we want to be..." – *Entertainment Weekly* From The New York Times-bestselling author of *The Mothers*, a stunning new novel about twin sisters, inseparable as children, who ultimately choose to live in two very different worlds, one black and one white. The Vignes twin sisters will always be identical. But after growing up together in a small, southern black community and running away at age sixteen, it's not just the shape of their daily lives that is different as adults, it's everything: their families, their communities, their racial identities. Many years later, one sister lives with her black daughter in the same southern town she once tried to escape. The other secretly passes for white, and her white husband knows nothing of her past. Still, even separated by so many miles and just as many lies, the fates of the twins remain intertwined. What will happen to the next generation, when their own daughters' storylines intersect? Weaving together multiple strands and generations of this family, from the Deep South to California, from the 1950s to the 1990s, Brit Bennett produces a story that is at once a riveting, emotional family story and a brilliant exploration of the American history of passing. Looking well beyond issues of race, *The Vanishing Half* considers the lasting influence of the past as it shapes a person's decisions, desires, and expectations, and explores some of the multiple reasons and realms in which people sometimes feel pulled to live as something other than their origins. As with her New York Times-bestselling debut *The Mothers*, Brit Bennett offers an engrossing page-turner about family and relationships that is immersive and provocative, compassionate and wise.

The Everything Store Jeff Bezos and the Age of Amazon Little, Brown

Winner of the Financial Times and Goldman Sachs Business Book of the Year Award 'Brad Stone's definitive book on Amazon and Bezos' *The Guardian* 'A masterclass in deeply researched investigative financial journalism . . . riveting' *The Times* The definitive story of the largest and most influential company in the world and the man whose drive and determination changed business forever. Though Amazon.com started off delivering books through the mail, its visionary founder, Jeff Bezos, was never content with being just a bookseller. He wanted Amazon to become 'the everything store', offering limitless selection and seductive convenience at disruptively low prices. To achieve that end, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now... Jeff Bezos stands out for his relentless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way that Henry Ford revolutionised manufacturing. Amazon placed one of the first and largest bets on the Internet. Nothing would ever be the same again.

New York Times bestselling author of *The Everything Store* Brad Stone takes us deep inside the new Silicon Valley. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology. They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Young, hungry and brilliant, they are rewriting the traditional rules of business, changing our day-to-day lives and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive account of a dawning age of tenacity, creativity, conflict and wealth. In Brad Stone's highly anticipated and riveting account of the most radical companies of the new Silicon Valley, we find out how it all started, and how the world is wildly different than it was ten years ago.

In just a decade and half Jack Ma, a man who rose from humble beginnings and started his career as an English teacher, founded and built Alibaba into the second largest Internet company in the world. The company's \$25 billion IPO in 2014 was the world's largest, valuing the company more than Facebook or Coca Cola. Alibaba today runs the e-commerce services that hundreds of millions of Chinese consumers depend on every day, providing employment and income for tens of millions more. A Rockefeller of his age, Jack has become an icon for the country's booming private sector, and as the face of the new, consumerist China is courted by heads of state and CEOs from around the world. Granted unprecedented access to a wealth of new material including exclusive interviews, Clark draws on his own first-hand experience of key figures integral to Alibaba's rise to create an authoritative, compelling narrative account of how Alibaba and its charismatic creator have transformed the way that Chinese exercise their new found economic

freedom, inspiring entrepreneurs around the world and infuriating others, turning the tables on the Silicon Valley giants who have tried to stand in his way. Duncan explores vital questions about the company's past, present, and future: How, from such unremarkable origins, did Jack Ma build Alibaba? What explains his relentless drive and his ability to outsmart his competitors? With over 80% of China's e-commerce market, how long can the company hope to maintain its dominance? As the company sets its sights on the country's financial and media markets, are there limits to Alibaba's ambitions, or will the Chinese government act to curtail them? And as it set up shop from LA and San Francisco to Seattle, how will Alibaba grow its presence and investments in the US and other international markets? Clark tells Alibaba's tale within the wider story of China's economic explosion—the rise of the private sector and the expansion of Internet usage—that have powered the country's rise to become the world's second largest economy and largest Internet population, twice the size of the United States. He also explores the political and social context for these momentous changes. An expert insider with unrivaled connections, Clark has a deep understanding of Chinese business mindset. He illuminates an unlikely corporate titan as never before, and examines the key role his company has played in transforming China while increasing its power and presence worldwide.

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

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

In the early nineties, a visionary special-effects guru named Marc Thorpe conjured a field of dreams different from any the world had seen before: It would be framed by unbreakable plastic instead of cornstalks; populated not by ghostly ballplayers but by remote-controlled robots, armed to the steely teeth, fighting in a booby-trapped ring. If you built it, they'd come all right.... In *Gearheads*, Newsweek technology correspondent Brad Stone examines the history of robotic sports, from their cultish early years at universities and sci-fi conventions to today's televised extravaganzas -- and the turmoil that threatened the whole enterprise almost from the beginning. By turns a lively historical narrative, a legal thriller, and an exploration of a cultural and technological phenomenon, *Gearheads* is a funny and fascinating look at the sport of the future today.

NEW YORK TIMES BESTSELLER "A masterful book." —Marc Levinson, *The Washington Post* "A juicy tour of the company Bezos built."—*The New York Times Book Review*

From the bestselling author of *The Everything Store*, an unvarnished picture of Amazon's unprecedented growth and its billionaire founder, Jeff Bezos, revealing the most important business story of our time. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to well over a trillion dollars. Jeff Bezos's empire, once housed in a garage, now spans the globe. Between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of *The Washington Post*, it's impossible to go a day without encountering its impact. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents a deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions; who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and revelatory, Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives. Colin started at Amazon in 1998; Bill joined in 1999. In *Working Backwards*, these two long-serving Amazon executives reveal and codify the principles and practices that drive the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them, much of it in the early aughts—a period of unmatched innovation that brought products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services to life—Bryar and Carr offer unprecedented access to the Amazon way as it was refined, articulated, and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels and reveal how the company's culture has been defined by four characteristics: customer obsession, long-term thinking, eagerness to invent, and operational excellence. Bryar and Carr explain the set of ground-level practices that ensure these are translated into action and flow through all aspects of the business. *Working Backwards* is a practical guidebook and a corporate narrative, filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how it has affected their personal and professional lives. They demonstrate that success on

Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time.

Renowned historian Max Hastings recreates one of the most thrilling events of World War II: Operation Pedestal, the British action to save its troops from starvation on Malta—an action-packed tale of courage, fortitude, loss, and triumph against all odds. In 1940, Hitler had two choices when it came to the Mediterranean region: stay out, or commit sufficient forces to expel the British from the Middle East. Against his generals' advice, the Fuhrer committed a major strategic blunder. He ordered the Wehrmacht to seize Crete, allowing the longtime British bastion of Malta to remain in Allied hands. Over the fall of 1941, the Royal Navy and RAF, aided by British intelligence, used the island to launch a punishing campaign against the Germans, sinking more than 75 percent of their supply ships destined for North Africa. But by spring 1942, the British lost their advantage. In April and May, the Luftwaffe dropped more bombs on Malta than London received in the blitz. A succession of British attempts to supply and reinforce the island by convoy during the spring and summer of 1942 failed. British submarines and surface warships were withdrawn, and the remaining forces were on the brink of starvation.

Operation Pedestal chronicles the ensuing British mission to save those troops. Over twelve days in August, German and Italian forces faced off against British air and naval fleets in one of the fiercest battles of the war, while ships packed with supplies were painstakingly divided and dispersed. In the end only a handful of the Allied ships made it, most important among them the SS Ohio, carrying the much-needed fuel to the men on Malta. As Hastings makes clear, while the Germans claimed victory, it was the British who ultimately prevailed, for Malta remained a crucial asset that helped lead to the Nazis' eventual defeat. While the Royal Navy never again attempted an operation on such scale, Hasting argues that without that August convoy the British on Malta would not have survived. In the cruel accountancy of war, the price was worth paying.

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