

## **Hit Refresh The Quest To Rediscover Microsofts Soul And Imagine A Better Future For Everyone**

The Ability Hacks is the story of two Microsoft hackathon teams, one in the summer of 2014 and one the following summer of 2015. The first would pioneer new software to revolutionize the mobility of tens of thousands of people who live with severe paralysis caused by ALS, Parkinson's, cerebral palsy and traumatic neurological injuries. The second team would pioneer software to help kids with dyslexia read and love learning for the first time in their lives. This is the story of two small groups of driven, focused and passionate software engineers, program managers, marketers and advocates. It's the story of realizing the transformative power of technology for people with disabilities, not just for traditional consumer and industrial markets. It's the story of doing something truly great -- improving outcomes for everyone, discovering a design ethos and blazing a new trail for accessibility. Read more: More than one billion people around the world live with a disability of some kind, and it's estimated two-thirds of us know someone with a disability. Almost everyone will be temporarily or permanently impaired at some point in life, and those who survive to old age will experience increasing difficulties in functioning, according to the World Health Organization. This book explores an optimistic belief that computer software and hardware can empower people with

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disabilities in a multitude of scenarios. As one engineer interviewed for The Ability Hacks said, "It's not about the technology. It's about the people."

More than one million copies have been sold of this seminal book on investing in which legendary mutual-fund manager Peter Lynch explains the advantages that average investors have over professionals and how they can use these advantages to achieve financial success. America's most successful money manager tells how average investors can beat the pros by using what they know. According to Lynch, investment opportunities are everywhere. From the supermarket to the workplace, we encounter products and services all day long. By paying attention to the best ones, we can find companies in which to invest before the professional analysts discover them. When investors get in early, they can find the "tenbaggers," the stocks that appreciate tenfold from the initial investment. A few tenbaggers will turn an average stock portfolio into a star performer. Lynch offers easy-to-follow advice for sorting out the long shots from the no-shots by reviewing a company's financial statements and knowing which numbers really count. He offers guidelines for investing in cyclical, turnaround, and fast-growing companies. As long as you invest for the long term, Lynch says, your portfolio can reward you. This timeless advice has made *One Up on Wall Street* a #1 bestseller and a classic book of investment know-how.

Once a blue-collar outpost, Seattle, home to Microsoft, Amazon, and hundreds of startups, transformed into one of the world's major innovation hubs in less than twenty

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years. As other cities try to solve the riddle of creating vibrant economies, many have looked to Seattle as a model for tech-driven urban renaissance. However, that success comes with skyrocketing housing costs, increasing homelessness, public safety concerns, persistent racial inequality, and a widening gap between the haves and have-nots. Against that backdrop, big tech has become a popular target. Tom Alberg, a venture capitalist who was one of the first investors in Amazon, draws on his experience in Seattle's tech boom to offer a vision for how cities and businesses can build a brighter future together. He explores ways that cities can soar to prosperity by creating the conditions that encourage innovation. Like flywheels, livable cities generate momentum by drawing creative citizens who launch businesses. Success attracts more talent, energizing local economies and accelerating further innovation. Alberg emphasizes the importance of city governments and tech companies partnering to address civic challenges. He reflects on why the benefits of the tech boom have not been distributed equally and what business and government leaders must do differently to ensure inclusive growth. The book also examines success stories from smaller cities and their lessons for other up-and-coming tech hubs. Demonstrating the need for innovative thinking that encourages livability alongside economic growth, *Flywheels* is timely reading for everyone from mayors to business leaders to engaged citizens. "Intriguing passages". -- Computerworld *The Making of Microsoft* reveals the inside story of one of the most successful American companies of the microcomputer

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revolution.

The cofounder of Microsoft, Bill Gates helped transform society by ushering in the era of ubiquitous personal computing. This book examines the life and achievements of this standout American inventor and philanthropist. Bill Gates has been instrumental in creating and developing the home computing era that has thoroughly transformed nearly every aspect of our lives, from work to commerce to communication. Stepping down as CEO of Microsoft in 2000 after 25 years at the helm, he remained as chairman, a position he still holds. This book paints a vivid picture of Bill Gates that covers his early life and his years as an inquisitive and adventurous student to his experiences as a budding entrepreneur and billionaire philanthropist who has often been listed among the richest individuals in the world. Author Michael Becraft presents complete information on how Microsoft evolved, from the company's inception until Gates's departure from active leadership; documents the economic, ethical, financial, legal, management, and leadership applications inherent in Gates's work; and examines the criticism that Gates's actions and decisions have drawn throughout his career. • Provides a balanced and unbiased account of Bill Gates that includes his own writings as well as criticisms of Gates's management style that allows readers to reach their own conclusions • Documents Gates's philanthropic activities and commitment to dispersing some of his accumulated wealth to help those in need worldwide • Includes images, timelines, and charts and graphs that enrich the reading experience as well as

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an extensive bibliography that provides researchers with easy access to original source documents

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to:

- \* Adapt your career plans as you change, the people around you change, and industries change.
- \* Develop a competitive advantage to win the best jobs and opportunities.
- \* Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships.
- \* Find the unique breakout opportunities that massively accelerate career growth.
- \* Take proactive risks to become more resilient to industry tsunamis.
- \* Tap your network for information and intelligence that help you make smarter decisions.

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revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The Start-Up of You empowers you to become the CEO of your career and take control of your future.

The future of work is already here, and what this future looks like must be a pressing concern for the current generation of leaders in both the private and public sectors. In the next ten to fifteen years, rapid change in a post-pandemic world and emerging technology will revolutionize nearly every job, eliminate some, and create new forms of work that we have yet to imagine. How can we survive and thrive in the face of such drastic change? Deanna Mulligan offers a practical, broad-minded look at the effects of workplace evolution and automation and why the private sector needs to lead the charge in shaping a values-based response. With a focus on the power of education, Mulligan proposes that the solutions to workforce upheaval lie in reskilling and retraining for individuals and companies adapting to rapid change. By creating lifelong learning opportunities that break down boundaries between the classroom and the workplace, businesses can foster personal and career well-being and growth for their employees. Drawing on her own experiences, historical examples, and reports from the frontiers where these issues are unfolding, Mulligan details how business leaders can prepare for and respond to technological disruption. Providing a framework for concrete and meaningful action, Hire Purpose is an essential read about the transformations that

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will shape the next decade and beyond.

“At the core, Hit Refresh, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before.” – Satya Nadella from Hit Refresh “Satya has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions.” – Bill Gates from the Foreword of Hit Refresh

The New York Times bestseller Hit Refresh is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It’s about how people, organizations, and societies can and must transform and “hit refresh” in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft’s CEO tells the inside story of the company’s continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much

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a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. “Ideas excite me,” Nadella explains. “Empathy grounds and centers me.” Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.

A renowned nuclear activist focuses her attention on ecological issues, providing solutions to ozone depletion, excess energy consumption, pollution, and global warming. By the author of *Missile Envy*. Simultaneous.

Euripides IV contains the plays “Helen,” translated by Richmond Lattimore; “The Phoenician Women,” translated by Elizabeth Wyckoff; and “Orestes,” translated by William Arrowsmith. Sixty years ago, the University of Chicago Press undertook a momentous project: a new translation of the Greek tragedies that would be the ultimate resource for teachers, students, and readers. They succeeded. Under the expert management of eminent classicists David Grene and Richmond Lattimore, those translations combined accuracy, poetic immediacy, and clarity of presentation to render the surviving masterpieces of Aeschylus, Sophocles, and Euripides in an English so lively and compelling that they remain the standard translations. Today, Chicago is taking pains to ensure

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that our Greek tragedies remain the leading English-language versions throughout the twenty-first century. In this highly anticipated third edition, Mark Griffith and Glenn W. Most have carefully updated the translations to bring them even closer to the ancient Greek while retaining the vibrancy for which our English versions are famous. This edition also includes brand-new translations of Euripides' *Medea*, *The Children of Heracles*, *Andromache*, and *Iphigenia among the Taurians*, fragments of lost plays by Aeschylus, and the surviving portion of Sophocles's satyr-drama *The Trackers*. New introductions for each play offer essential information about its first production, plot, and reception in antiquity and beyond. In addition, each volume includes an introduction to the life and work of its tragedian, as well as notes addressing textual uncertainties and a glossary of names and places mentioned in the plays. In addition to the new content, the volumes have been reorganized both within and between volumes to reflect the most up-to-date scholarship on the order in which the plays were originally written. The result is a set of handsome paperbacks destined to introduce new generations of readers to these foundational works of Western drama, art, and life.

The turf battles and territorial “fiefdoms” that undermine so many companies—and how to break through them, by long-term Microsoft COO Robert

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J. Herbold There is a potentially infectious condition inside virtually all organizations that can cause more damage than economic downturns, management upheavals, and global business shifts. Until now it has had no name. But it has impacted some of the world's leading companies, including Procter & Gamble, IBM, Coca-Cola, and Microsoft. Robert J. Herbold, the COO who brought corporate discipline to a young Microsoft organization and helped to transform it into a mature global giant, calls it the Fiefdom Syndrome. And it happens at organizations large and small, profit and nonprofit, at the individual level as well as the group and divisional level. It can undercut a company's effectiveness, and in extreme cases it has shaken entire industries and taken down major corporations. The problem begins when individuals, groups, or divisions—out of fear—seek to make themselves vital to their organizations and, unconsciously or sometimes deliberately, try to protect their turf and others' perceptions of them. It is a natural human tendency, dating back to the origins of our species, but if it isn't managed properly, the damage caused by these "fiefdoms" can spell the death knell of what should have been a strong and vital organization. People who create fiefdoms can become dangerously insular, losing perspective on what is happening in the world outside their own control. They hoard resources. They are determined to do things in their own way, often

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duplicating or complicating what should be streamlined throughout the company, leading to runaway costs, increased bureaucracy, and a loss of agility and speed. In *The Fiefdom Syndrome*, Bob Herbold exposes the myriad ways such fiefdoms can compromise a company's effectiveness—as well as show what managers, companies, and individuals can do to break up fiefdoms and conquer the turf wars. Illustrated with countless examples from Microsoft, Procter & Gamble, IBM, and other corporations, *The Fiefdom Syndrome* is an essential tool in every manager's toolkit.

**#1 NEW YORK TIMES BESTSELLER •** Now a major motion picture directed by Steven Spielberg. “Enchanting . . . Willy Wonka meets *The Matrix*.”—USA Today • “As one adventure leads expertly to the next, time simply evaporates.”—*Entertainment Weekly* A world at stake. A quest for the ultimate prize. Are you ready? In the year 2045, reality is an ugly place. The only time Wade Watts really feels alive is when he's jacked into the OASIS, a vast virtual world where most of humanity spends their days. When the eccentric creator of the OASIS dies, he leaves behind a series of fiendish puzzles, based on his obsession with the pop culture of decades past. Whoever is first to solve them will inherit his vast fortune—and control of the OASIS itself. Then Wade cracks the first clue. Suddenly he's beset by rivals who'll kill to take this prize. The race is

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on—and the only way to survive is to win. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Entertainment Weekly • San Francisco Chronicle • Village Voice • Chicago Sun-Times • iO9 • The AV Club “Delightful . . . the grown-up’s Harry Potter.”—HuffPost “An addictive read . . . part intergalactic scavenger hunt, part romance, and all heart.”—CNN “A most excellent ride . . . Cline stuffs his novel with a cornucopia of pop culture, as if to wink to the reader.”—Boston Globe “Ridiculously fun and large-hearted . . . Cline is that rare writer who can translate his own dorky enthusiasms into prose that’s both hilarious and compassionate.”—NPR “[A] fantastic page-turner . . . starts out like a simple bit of fun and winds up feeling like a rich and plausible picture of future friendships in a world not too distant from our own.”—iO9

Seize and expand the competitive edge with a smart, well-managed culture “renovation” Most business leaders understand the power of a dynamic, positive culture—but almost every effort to change culture fails. Why? The approach is often all wrong. Rather than attempt to “transform” a new culture from the ground up, leaders need to instead spearhead a culture renovation. It’s all about keeping what works, changing what needs to be changed, and ensuring proper care and maintenance—much like refurbishing and living in a beautiful historic home and improving its overall value. In *Culture Renovation*, the head of the

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world's leading HR research firm—the Institute for Corporate Productivity (i4cp)—Kevin Oakes provides tangible, tactical insights drawn from a robust data set and informed by CEOs and HR leaders at many of the world's top companies. You'll find everything you need to rebuild your corporate culture with care and expertise, including: Three phases and detailed action steps for architecting the change you want to see Practical insights and examples from T-Mobile, Microsoft, 3M, and other top companies The traits of a healthy corporate culture Proven talent practices to maintain your new culture for long-term success Oakes identifies 18 proven leadership actions for turning any culture into an agile, resilient, and innovative high-performance organization. You'll learn how to best understand the culture in place today and set a new cultural path for decades to come; develop a co-creation mindset; identify influencers and blockers; ferret out skeptics and non-believers; measure, monitor, and report progress; and implement “next practices” in talent strategies to sustain the renovation. Culture Renovation delivers everything you need to plan, build, and maintain a corporate culture that drives profits, growth, and business sustainability now and well into the future.

Are you Smart Enough to Work at Google? guides readers through the surprising solutions to dozens of the most challenging interview questions. Learn the

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importance of creative thinking, how to get a leg up on the competition, what your Facebook page says about you, and much more. You are shrunk to the height of a nickel and thrown in a blender. The blades start moving in 60 seconds. What do you do? If you want to work at Google, or any of America's best companies, you need to have an answer to this and other puzzling questions. *Are You Smart Enough to Work at Google?* is a must read for anyone who wants to succeed in today's job market.

By his early thirties, Paul Allen was a world-famous billionaire-and that was just the beginning. In 2007 and 2008, Time named Paul Allen, the cofounder of Microsoft, one of the hundred most influential people in the world. Since he made his fortune, his impact has been felt in science, technology, business, medicine, sports, music, and philanthropy. His passion, curiosity, and intellectual rigor-combined with the resources to launch and support new initiatives-have literally changed the world. In 2009 Allen discovered that he had lymphoma, lending urgency to his desire to share his story for the first time. In this classic memoir, Allen explains how he solved problems, what he learned from his many endeavors-both the triumphs and the failures-and his compelling vision for the future. He reflects candidly on an extraordinary life. The book also features previously untold stories about everything from the true origins of Microsoft to

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Allen's role in the dawn of private space travel (with SpaceShipOne) and in discoveries at the frontiers of brain science. With honesty, humor, and insight, Allen tells the story of a life of ideas made real.

A personal memoir of the war in Vietnam, in which the author first served as a Marine and which he later covered as a reporter.

The fundamental outlines of the physical world, from its tiniest particles to massive galaxy clusters, have been apparent for decades. Does this mean physicists are about to tie it all up into a neat package? Not at all. Just when you think you're figuring it out, the universe begins to look its strangest. This eBook, "Ultimate Physics: From Quarks to the Cosmos," illustrates clearly how answers often lead to more questions and open up new paths to insight. We open with "The Higgs at Last," which looks behind the scenes of one of the most anticipated discoveries in physics and examines how this "Higgs-like" particle both confirmed and confounded expectations. In "The Inner Life of Quarks," author Don Lincoln discusses evidence that quarks and leptons may not be the smallest building blocks of matter. Section Two switches from the smallest to the largest of scales, and in "Origin of the Universe," Michael Turner analyzes a number of speculative scenarios about how it all began. Another two articles examine the mystery of dark energy and some doubts as to whether it exists at all. In the last section, we look at one of the most compelling problems in physics: how to tie together the very small and the very large – quantum mechanics and general relativity. In one article,

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Stephen Hawking and Leonard Mlodinow argue that a so-called “theory of everything” may be out of reach, and in another, David Deutsch and Artur Ekert question the view that quantum mechanics imposes limits on knowledge, arguing instead that the theory has an intricacy that allows for new, practical technologies, including powerful computers that can reach their true potential.

**\*\* #1 Wall Street Journal Bestseller \*\*** In this essential book written by a rural native and Silicon Valley veteran, Microsoft’s Chief technology officer tackles one of the most critical issues facing society today: the future of artificial intelligence and how it can be realistically used to promote growth, even in a shifting employment landscape. There are two prevailing stories about AI: for heartland low- and middle-skill workers, a dystopian tale of steadily increasing job destruction; for urban knowledge workers and the professional class, a utopian tale of enhanced productivity and convenience. But there is a third way to look at this technology that will revolutionize the workplace and ultimately the world. Kevin Scott argues that AI has the potential to create abundance and opportunity for everyone and help solve some of our most vexing problems. As the chief technology officer at Microsoft, he is deeply involved in the development of AI applications, yet mindful of their potential impact on workers—knowledge he gained firsthand growing up in rural Virginia. Yes, the AI Revolution will radically disrupt economics and employment for everyone for generations to come. But what if leaders prioritized the programming of both future technology and public policy to work together

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to find solutions ahead of the coming AI epoch? Like public health, the space program, climate change and public education, we need international understanding and collaboration on the future of AI and work. For Scott, the crucial question facing all of us is this: How do we work to ensure that the continued development of AI allows us to keep the American Dream alive? In this thoughtful, informed guide, he offers a clear roadmap to find the answer.

The New York Times bestseller, now updated with new material on cyber attacks, digital sovereignty, and tech in a pandemic. From Microsoft's president and one of the tech industry's broadest thinkers, a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates. "A colorful and insightful insiders' view of how technology is both empowering and threatening us. From privacy to cyberattacks, this timely book is a useful guide for how to navigate the digital future." —Walter Isaacson Microsoft president Brad Smith operates by a simple core belief: When your technology changes the world, you bear a responsibility to help address the world you have helped create. In *Tools and Weapons*, Brad Smith and Carol Ann Browne bring us a captivating narrative from the top of Microsoft, as the company flies in the face of a tech sector long obsessed with disruption as an end in itself, and in doing so navigates some of the thorniest issues of our time—from privacy to cyberwar to the challenges for democracy, far and near. As the tumultuous events of 2020 brought technology and Big Tech even further into the lives

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of almost all Americans, Smith and Browne updated the book throughout to reflect a changed world. With three new chapters on cybersecurity, technology and nation-states, and tech in the pandemic, *Tools and Weapons* is an invaluable resource from the cockpit of one of the world's largest tech companies.

An incisive look into the world's most innovative tech company and the man chosen to lead it. On 10 August 2015, an unassuming product expert who learnt his ropes at IIT Kharagpur was declared the next CEO of tech giant Google. Sundar Pichai's appointment was hardly an unexpected one. Pichai is a man known as much for his veritable Midas touch with every product he has developed or led for Google – Chrome, Chrome OS and Android, to name just a few – as for his superlative people skills and open-minded approach to innovation. Yet, the company's decision to restructure its product lines and appoint Pichai as the head of a leaner, more focused Google, has raised inevitable questions: What does Pichai's role augur for the future of the tech giant? Will Google consolidate its position for existing products or will they focus on creating new ones? And will Pichai transform the organization that Schmidt, Page and Brin created and led, or confirm the belief of a minority of naysayers that he is not yet ready for this daunting role? *Pichai: The Future of Google* provides answers to these questions while throwing light on Sundar Pichai's childhood and education; his entry into the tech world and quick rise up the ranks in Google; and his key contributions as a leader and tech-guru to Google's most successful properties. Timely and insightful, this

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book offers a rare glimpse into the fascinating ecosystem of a path-breaking company and shows us what it takes to be a dynamic leader in the 21st century.

**FORBES #1 CAREER BOOK TO READ IN 2018** The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers. The Third Door takes readers on an unprecedented adventure—from hacking Warren Buffett's shareholders meeting to chasing Larry King through a grocery store to celebrating in a nightclub with Lady Gaga—as Alex Banayan travels from icon to icon, decoding their success. After remarkable one-on-one interviews with Bill Gates, Maya Angelou, Steve Wozniak, Jane Goodall, Larry King, Jessica Alba, Pitbull, Tim Ferriss, Quincy Jones, and many more, Alex discovered the one key they have in common: they all took the Third Door. Life, business, success... it's just like a nightclub. There are always three ways in. There's the First Door: the main entrance, where ninety-nine percent of people wait in line, hoping to get in. The Second Door: the VIP entrance, where the billionaires and celebrities slip through. But what no one tells you is that there is always, always... the Third Door. It's the entrance where you have to jump out of line, run down the alley, bang on the door a hundred times, climb over the dumpster, crack open the window, sneak through the kitchen—there's always a way in. Whether it's how Bill Gates sold his first piece of software or how Steven Spielberg became the youngest studio director

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in Hollywood history, they all took the Third Door.

To be a moral witness is perhaps the highest calling of journalism, and in this unforgettable, highly readable account of contemporary slavery, author Benjamin Skinner travels around the globe to personally tell stories that need to be told -- and heard. As Samantha Power and Philip Gourevitch did for genocide, Skinner has now done for modern-day slavery. With years of reporting in such places as Haiti, Sudan, India, Eastern Europe, The Netherlands, and, yes, even suburban America, he has produced a vivid testament and moving reportage on one of the great evils of our time. There are more slaves in the world today than at any time in history. After spending four years visiting a dozen countries where slavery flourishes, Skinner tells the story, in gripping narrative style, of individuals who live in slavery, those who have escaped from bondage, those who own or traffic in slaves, and the mixed political motives of those who seek to combat the crime. Skinner infiltrates trafficking networks and slave sales on five continents, exposing a modern flesh trade never before portrayed in such proximity. From mega-harems in Dubai to illicit brothels in Bucharest, from slave quarries in India to child markets in Haiti, he explores the underside of a world we scarcely recognize as our own and lays bare a parallel universe where human beings are bought, sold, used, and discarded. He travels from the White House to war zones and immerses us in the political and flesh-and-blood battles on the front lines of the unheralded new abolitionist movement. At the heart of the story are the slaves

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themselves. Their stories are heartbreaking but, in the midst of tragedy, readers discover a quiet dignity that leads some slaves to resist and aspire to freedom. Despite being abandoned by the international community, despite suffering a crime so monstrous as to strip their awareness of their own humanity, somehow, some enslaved men regain their dignity, some enslaved women learn to trust men, and some enslaved children manage to be kids. Skinner bears witness for them, and for the millions who are held in the shadows. In so doing, he has written one of the most morally courageous books of our time, one that will long linger in the conscience of all who encounter it, and one that -- just perhaps -- may move the world to constructive action.

Two leading experts on "strategic conversation design" present creative methods for enabling teams to address issues while minimizing resource-depleting workshops and meetings, providing diagnostic questions, best practices, and advice.

What is business for? Day one of a business course will tell you: it is to maximise shareholder profit. This single idea pervades all our thinking and teaching about business around the world but it is fundamentally wrong, Colin Mayer argues. It has had disastrous and damaging consequences for our economies, environment, politics, and societies. In this urgent call for reform, Prosperity challenges the fundamentals of business thinking. It sets out a comprehensive new agenda for establishing the corporation as a unique and powerful force for promoting economic and social wellbeing in its fullest sense - for customers and communities, today and in the future.

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First Professor and former Dean of the Saïd Business School in Oxford, Mayer is a leading figure in the global discussion about the purpose and role of the corporation. In *Prosperity*, he presents a radical and carefully considered prescription for corporations, their ownership, governance, finance, and regulation. Drawing together insights from business, law, economics, science, philosophy, and history, he shows how the corporation can realize its full potential to contribute to economic and social wellbeing of the many, not just the few. *Prosperity* tells us not only how to create and run successful businesses but also how policy can get us there and fix our broken system.

Is it possible to run a multibillion-dollar corporation on the power of trust? Must you set aside your authentic self as you climb the corporate ladder? Is there another role for technology beyond saving costs and creating efficiencies? In *The Power of Many*, Meg Whitman, former president and CEO of eBay, speaks to these questions and more, identifying ten core values that steered her—and can steer any leader—to success without ethical compromise. During her decade at the helm of eBay, Meg Whitman transformed it from a tiny start-up into a nearly \$8 billion global powerhouse, revolutionizing the way goods are bought and sold online. *Fortune* magazine twice named her the Most Powerful Woman in Business. Now, with the vitality, candor, and often self-effacing humor that is her trademark, Meg lays out the ten core values that she credits not only with her strategic success but with many of the joys and satisfactions of her private life. Values such as trust, authenticity, courage, and validation are not naive, Meg shows us, and they are definitely not a luxury. Rather, they are essential tools for success that go hand in hand with traditional business practices—like holding oneself accountable or growing

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a company efficiently. She believes they are the foundation of strong management in the twenty-first century. Today, technology and the transparency it brings demand that organizations demonstrate a character that aligns with the values of their communities. Meg illustrates the origins of her values and the underpinnings of her approach with compelling stories from her extraordinary career and her down-to-earth upbringing—from the harrowing twenty-two-hour system outage that nearly sunk eBay to the indomitable spirit of her eighty-nine-year-old mother, who grew up in Boston society but worked as an airplane mechanic during World War II. It was her mother, Meg says, who gave her “a bias toward action.” Here, too, are stories of finding her equilibrium during the time when she had young children, and in her marriage to a neurosurgeon with his own highly demanding career. Meanwhile, her experiences at some of America’s best-known companies, including Disney, FTD, and Procter & Gamble, offer valuable case studies of what can go wrong and right, and how even mistakes can be transformed into opportunities. Meg Whitman shows us that achievement can and should be teamed with optimism, trust, and honesty. *The Power of Many* offers the insights and motivation we need to propel ourselves to the next level—to scale, as Meg would say—in business and in life.

**NEW YORK TIMES BESTSELLER** • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone’s business. “The gold standard on how to use business as a platform for change at this urgent time.”—Ray Dalio, founder of Bridgewater Associates and author of *Principles: Life and Work* What’s the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the

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answer is embracing a culture in which your values permeate everything you do. In *Trailblazer*, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, *Trailblazer* reveals how anyone can become an agent of change. Praise for *Trailblazer* “A guide for what every business and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In *Trailblazer*, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

Imagine if you could see the playbook that returned a struggling tech empire to the top of the tech leaderboard. The *Microsoft Story* will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled the tech company to once again become a leading tech innovator. It wasn't so long ago that Microsoft and its

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Windows operating system dominated the tech industry so much so that they faced antitrust charges for what was perceived by many to be predatory, monopolistic practices. Less than a decade later, the tide had turned and Microsoft lost its dominance in the personal tech marketplace amidst the launch of the iPhone, the rise of Google, and the cloud computing phenomenon. But, now, Microsoft is back on top. The company's value is soaring and once again Microsoft is being recognized as a tech leader once again. What changed? Since Satya Nadella took over as CEO, the company has gone through significant changes. The company culture has become one of creativity and innovation, no longer requiring that all products revolve around Windows. The company has reevaluated their business lines, getting rid of underperforming initiatives such as smartphones, and focused on the area of growth where the company excelled: the cloud. Through the story of Microsoft, you'll learn: How to build a nimble company culture that supports innovation and growth. How to return a forgotten brand to the spotlight. How to recognize and build upon successful business lines, while letting go of underperforming initiatives. When to change the entire way you do business. And much, much more.

World Economic Forum Founder and Executive Chairman Klaus Schwab offers a practical companion and field guide to his previous book, *The Fourth Industrial Revolution*. Today, technology is changing everything--how we relate to one another, the way we work, how our economies and governments function, and even what it means to be human. One need not look hard to see how the incredible advances in artificial intelligence, cryptocurrencies, biotechnologies, and the internet of things are transforming society in unprecedented ways. But the Fourth Industrial Revolution is just beginning, says Schwab. And at a time of such

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tremendous uncertainty and such rapid change, he argues it's our actions as individuals and leaders that will determine the trajectory our future will take. We all have a responsibility - as citizens, businesses, and institutions - to work with the current of progress, not against it, to build a future that is ethical, inclusive, sustainable and prosperous. Drawing on contributions from 200 top experts in fields ranging from machine learning to geoen지니어ing to nanotechnology, to data ethics, Schwab equips readers with the practical tools to leverage the technologies of the future to leave the world better, safer, and more resilient than we found it. Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? Upstream probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost

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eliminated teenage alcohol and drug abuse by deliberately changing the nation's culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we've forgotten that we can fix them?

It's Never Too Late to Top Your Personal Best. Both a riveting account of a life spent pulling off improbable triumphs and a report back from the front of the global-energy and natural-resource wars, *The First Billion Is the Hardest* tells the story of the remarkable late-life comeback that brought the famed oilman and maverick back from bankruptcy and clinical depression. Along the way, the man often called the "Oracle of Oil" shares the insights that have made him a legend—and describes the billion-dollar bets he is now making in hopes of securing America's energy independence. "Sassy...breezes along...salted with earthy aphorisms."—*Bloomberg Businessweek* "Boone's analysis of America's energy situation is 100 percent on the money....The country should listen to him—now!" —Warren Buffett, chairman and CEO, Berkshire Hathaway "Self-deprecating and audacious...overall, it's decidedly informative about the machinations of business." —*Dallas Morning News* "A fascinating, eye-opening book by one of America's greatest iconoclasts and entrepreneurs. Boone Pickens' sense of daring and innovation has never been sharper."—Steve Forbes, president and CEO, Forbes Inc., and editor in chief of Forbes magazine

My dear, incredible, beautiful team of superheroes, Over the past two years, we have given this idea everything we've got. We've given it our love, our time, our sweat, and even some of

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our tears...We will be shutting down...next Friday. I love you guys, and I am sorry to have let you down. Yours truly, Shabnam Shabnam Aggarwal always dreamt of success. Raised in an immigrant Indian family in the start-up hub of Silicon Valley, she believed that every entrepreneur could be successful. So she left her cushy job at Merrill Lynch to take a risk, find her passion, and make a change in the world. She moved to India to start a company. In *Freedom to Fail*, Shabnam tells the story of her brush with 'success': raising her first round of venture capital; hiring a hardworking team of millennials; growing her start-up to multiple cities...and then finding it all come to a bitter end. Shabnam gives us a peek into the world of start-ups in India. Her personal journey gives us an insight into dealing with failure, warning us of the challenges of starting a business, and helping us learn from her experience. Weaving each chapter into a powerful lesson in overcoming expectations, fear and self-doubt, she shows us why failure is important, even imperative, in order to ultimately succeed. And the best lesson she learnt: You haven't failed until you stop trying.

"The inside story of how Microsoft overcame a \$900 million write-down to become the hero of the PC industry"--Subtitle on cover.

*Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone* (2017) is Satya Nadella's memoir of his work as the chief executive officer of Microsoft. Nadella describes his efforts to reform the company's culture and push its priorities toward the next generation of technology... Purchase this in-depth summary to learn more.

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to

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astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible. As told by Microsoft CEO Satya Nadella, Hit Refresh is the story of corporate change and reinvention as well as the story of Nadella's personal journey, one that is taking place today inside a storied technology company, and one that is

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coming in all of our lives as intelligent machines become more ambient and more ubiquitous. It's about how people, organizations and societies can and must hit refresh—transform—in their persistent quest for new energy, new ideas, relevance and renewal. At the core, it's about us humans and our unique qualities, like empathy, which will become ever more valuable in a world where the torrent of technology will disrupt like never before. As much a humanist as a technologist, Nadella defines his mission and that of the company he leads as empowering every person and every organization on the planet to achieve more.

From the CEO of Microsoft, Satya Nadella, is an inspiring account of the transformation of an organisation and the coming transformation of humanity. As told by Microsoft CEO Satya Nadella, Hit Refresh is the story of corporate change and reinvention as well as the story of Nadella's personal journey, one that is taking place today inside a storied technology company, and one that is coming in all of our lives as intelligent machines become more ambient and more ubiquitous. It's about how people, organisations and societies can and must hit refresh - transform - in their persistent quest for new energy, new ideas, relevance and renewal. At the core, it's about us humans and our unique qualities, like empathy, which will become ever more valuable in a world where the torrent of technology will disrupt like never before. As much a humanist as a

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