

Nail It Then Scale Nathan Furr

New Tools to Overcome the Human Barriers to Change Leaders know that their job is to transform their organizations to keep pace with technology and an ever-changing business environment. They also know that they are bound to fail in doing so. But this discouraging prospect is not because they won't be able to solve a technological or strategic problem. Leaders will fail because of intractable human responses associated with change--responses such as fear, ingrained habits, politics, incrementalism, and lack of imagination. These stumbling blocks always arise when we humans are faced with change, but what if we had a way to transcend them? This book reveals a radical new method for doing just that. Written by the executive who designed and implemented it, the neuroscientist who helped make it work, and the academic who explains why it works and how to do it, *Leading Transformation* introduces an innovative yet proven process for creating breakthrough change. Divided into three steps--envisioning the possible, breaking down resistance, and prototyping the future--this process uses cutting-edge tools such as science fiction, cartoons, rap music, artifact trails, and neuroprototypes to overcome people's inability to imagine or react to what doesn't yet exist, override powerful habits and routines that prevent them from changing, and create compelling narratives about the organization's future and how to get there. Showing how these tools have been used successfully by companies such as Lowe's, Walmart, Pepsi, IKEA, Google, Microsoft, and others, the process revealed in this book gives leaders the means to transcend the human barriers that block change and lead their organizations confidently into the future.

On the night of June 3-4, 1989, Chinese troops violently crushed the largest pro-democracy demonstrations in the history of the communist regime. In this extraordinary collection of hundreds of internal government and Communist Party documents, secretly smuggled out of China, we learn how these events came to pass from behind the scenes. The material reveals how the most important decisions were made; and how the turmoil split the ruling elite into radically opposed factions. The book includes the minutes of the crucial meetings at which the Elders decided to cashier the pro-reform Party secretary Zhao Ziyang and to replace him with Jiang Zemin, to declare martial law, and finally to send the troops to drive the students from the Square. Just as the Pentagon Papers laid bare the secret American decision making behind the Vietnam War and changed forever our view of the nation's political leaders, so too has *The Tiananmen Papers* altered our perception of how and why the events of June 4 took the shape they did. Its publication has proven to be a landmark event in Chinese and world history.

Summary Big Data teaches you to build big data systems using an architecture that takes advantage of clustered hardware along with new tools designed specifically to capture and analyze web-scale data. It describes a scalable, easy-to-understand approach to big data systems that can be built and run by a small team. Following a realistic example, this book guides readers through the theory of big data systems, how to implement them in practice, and how to deploy and operate them once they're built. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Book Web-scale applications like social networks, real-time analytics, or e-commerce sites deal with a lot of data, whose volume and velocity exceed the limits of traditional database systems. These applications require architectures built around clusters of machines to store and process data of any size, or speed. Fortunately, scale and simplicity are not mutually exclusive. *Big Data* teaches you to build big data systems using an architecture designed specifically to capture and analyze web-scale data. This book presents the Lambda Architecture, a scalable, easy-to-understand approach that can be built and run by a small team. You'll explore the theory of big data systems and how to implement them in practice. In addition to discovering a general framework for processing big data, you'll learn specific technologies like Hadoop, Storm, and NoSQL databases. This book requires no previous exposure to large-scale data analysis or NoSQL tools. Familiarity with traditional databases is helpful. What's Inside Introduction to big data systems Real-time processing of web-scale data Tools like Hadoop, Cassandra, and Storm Extensions to traditional database skills About the Authors Nathan Marz is the creator of Apache Storm and the originator of the Lambda Architecture for big data systems. James Warren is an analytics architect with a background in machine learning and scientific computing. Table of Contents A new paradigm for Big Data PART 1 BATCH LAYER Data model for Big Data Data model for Big Data: Illustration Data storage on the batch layer Data storage on the batch layer: Illustration Batch layer Batch layer: Illustration An example batch layer: Architecture and algorithms An example batch layer: Implementation PART 2 SERVING LAYER Serving layer Serving layer: Illustration PART 3 SPEED LAYER Realtime views Realtime views: Illustration Queuing and stream processing Queuing and stream processing: Illustration Micro-batch stream processing Micro-batch stream processing: Illustration Lambda Architecture in depth

Raise Money Without a Bank Or a VC, Through The Crowd! For many startups and growing companies, gaining marketing exposure and raising external funding from investors are #1 and #2 on their priority list. But, until recently, they were always separate activities - first you would raise the money, and then you would spend it on marketing. The advent of equity crowdfunding means these two critical tasks can be done at the same time. This is a game-changer. *Equity Crowdfunding - A Hybrid of Venture Capital and Kickstarter*. Unlike venture capital, the company founders get to set their own offer terms, retain their company culture, and bring on dozens, or even hundreds of shareholders rather than just a tiny handful - and gain all the promotional benefits that come with this. And unlike the crowdfunding offered by sites like Kickstarter and Indiegogo, equity crowdfunding allows a company to offer shares in itself, instead of a pre-ordered product. This means equity crowdfunding can be used by far more types of businesses, and typically attracts a lot more money. Companies regularly raise hundreds of thousands, or even millions of dollars through equity crowdfunding. *This Book Will Show You How!* Equity crowdfunding offers amazing potential for startups and growing companies, but it is also a very steep learning curve. Many companies begin with no real idea of how to choose a platform, how to craft their pitch, or what they should be doing to drive people to their offer page and invest. In this step-by-step guide, you will learn:

The forces which have brought equity crowdfunding to where it is today How to tell whether equity crowdfunding will be a good fit for your company The biggest mistakes that can kill an offer before it has even begun How to build critical momentum - one company raised 1 million in 96 seconds! How to construct a marketing plan to get people literally counting down to your launch How to salvage an offer which is "stuck," and re-ignite the momentum What past campaigns wished they had known before they had started The incredible impact equity crowdfunding can have on your business and profile The World's First Comprehensive Resource Featuring the very best strategies from 20 real companies who have used equity crowdfunding to raise millions of dollars, euros and pounds. And the expert advice from 12 market-leading platforms at the forefront of the equity crowdfunding revolution. This book is truly global in scope, featuring contributions from the United Kingdom, the United States, France, the Netherlands, Germany, Sweden, Finland, Estonia, Canada, the Middle East, Australia and New Zealand. This is THE complete guide, with no prior knowledge assumed, and will teach you equity crowdfunding from the ground up. "

Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

Emotion in Posttraumatic Stress Disorder provides an up-to-date review of the empirical research on the relevance of emotions, such as fear, anxiety, shame, guilt, and disgust to posttraumatic stress disorder (PTSD). It also covers emerging research on the psychophysiology and neurobiological underpinnings of emotion in PTSD, as well as the role of emotion in the behavioral, cognitive, and affective difficulties experienced by individuals with PTSD. It concludes with a review of evidence-based treatment approaches for PTSD and their ability to mitigate emotion dysfunction in PTSD, including prolonged exposure, cognitive processing therapy, and acceptance-based behavioral therapy. Identifies how emotions are central to understanding PTSD. Explore the neurobiology of emotion in PTSD. Discusses emotion-related difficulties in relation to PTSD, such as impulsivity and emotion dysregulation. Provides a review of evidence-based PTSD treatments that focus on emotion.

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereá, CEO & Co-founder, UsabilityChefs
Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze ????? 86% of Readers Rated it 5-Stars ????? « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » – Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » – Paul Gillin, Co-Author, Social Marketing to the Business Customer

Many designers enjoy the interfaces seen in science fiction films and television shows. Freed from the rigorous constraints of designing for real users, sci-fi production designers develop blue-sky interfaces that are inspiring, humorous, and even instructive. By carefully studying these “outsider” user interfaces, designers can derive lessons that make their real-world designs more cutting edge and successful.

Standup comic, actor and fan favorite from HBO's Silicon Valley and the film Crazy Rich Asians shares his memoir of growing up as a Chinese immigrant in California and making it in Hollywood. "I turned down a job in finance to pursue a career in stand-up comedy. My dad thought I was crazy. But I figured it was better to disappoint my parents for a few years than to disappoint myself for the rest of my life. I had to disappoint them in order to pursue what I loved. That was the only way to have my Chinese turnip cake and eat an American apple pie too." Jimmy O. Yang is a standup comedian, film and TV actor and fan favorite as the character Jian Yang from the popular HBO series Silicon Valley. In How to American, he shares his story of growing up as a Chinese immigrant who pursued a Hollywood career against the wishes of his parents: Yang arrived in Los Angeles from Hong Kong at age 13, learned English by watching BET RapCity for three hours a day, and worked as a strip club DJ while pursuing his comedy career. He chronicles a near deportation episode during a college trip Tijuana to finally becoming a proud US citizen ten years later. Featuring those and many other hilarious stories, while sharing some hard-earned lessons, How to American mocks stereotypes while offering tongue in cheek advice on pursuing the American dreams of fame, fortune, and strippers.

Now a Netflix film starring and directed by Chiwetel Ejiofor, this is a gripping memoir of survival and perseverance about the heroic young inventor who brought electricity to his Malawian village. When a terrible drought struck William Kamkwamba's tiny village in Malawi, his family lost all of the season's crops, leaving them with nothing to eat and nothing to sell. William began to explore science books in his village library, looking for a solution. There, he came up with the idea that would change his family's life forever: he could build a windmill. Made out of scrap metal and old bicycle parts, William's windmill brought electricity to his home and helped his family pump the water they needed to farm the land. Retold for a younger audience, this exciting memoir shows

how, even in a desperate situation, one boy's brilliant idea can light up the world. Complete with photographs, illustrations, and an epilogue that will bring readers up to date on William's story, this is the perfect edition to read and share with the whole family. On the outside, Hayden is every girl's living breathing fantasy, brooding and devastatingly gorgeous. And while he spends his nights losing himself in alcohol and faceless girls, it's all just a facade. An elaborate cover for the emotionless shell of a man he is. One who harbors too many secrets and destroys lives the way his was destroyed. It's the reason he avoids relationships and keeps everyone at arm's length... Until Alex Alex's life just shattered into a million pieces, leaving her with more grief than she knows what to do with and guilt so deep it's destroyed the carefree girl she once was. Now she's hundreds of miles from home, living with an aunt she doesn't know, finishing senior year at a college she's never been to, and trying desperately to get through a single day without breaking down. She's never felt more alone in her life... Until Hayden The trouble with Hayden is who he wants to be and who he is are in constant flux. And though he'd die before letting Alex learn the truth about him, he can't be sure he's strong enough to let her in...or push her away. She's the one person who just might see the real him.

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

Nathaniel Piven is a rising star in Brooklyn's literary scene. After several lean, striving years and an early life as a class-A nerd, he now (to his surprise) has a lucrative book deal, his pick of plum magazine assignments, and the attentions of many desirable women: Juliet, the hotshot business journalist; Elisa, Nate's gorgeous ex-girlfriend, now friend; Hannah, lively and fun and 'almost universally regarded as nice and smart, or smart and nice'. In this twenty-first-century literary enclave, wit and conversation are not at all dead. But is romance? In *The Love Affairs of Nathaniel P.* Adelle Waldman plunges into the psyche of a sensitive, flawed, modern man – to reveal the view of the new world from his garret window, and the view of women from his overactive mind.

What would happen if a gay porn star fell in love with a writer of erotic m/m novels? The erotic tale of Stefan, a porn star who is confused about his sexuality, and Nate, an unpublished author of gay erotica. Set in an opulent house in San Diego that also serves as a porn studio, the story follows Stefan as he falls in love with Nate, a budding author from England, and in the process comes out as gay. Despite working in a gay porn studio and having sex with his best buddy, Dan, on a regular basis, Stefan outwardly claims to be straight, although he enjoys the sex and substantial pay he earns from his gay videos. This changes when he meets Nate, who has been given the opportunity to observe the inner workings of Blue House Film Studios to add realism to his latest erotic novel.

Nail it Then Scale it *The Entrepreneur's Guide to Creating and Managing Breaththrough Innovation* Nisi Institute

From the New York Times bestselling author of *The Giver of Stars*, discover the love story that captured over 20 million hearts in *Me Before You*, *After You*, and *Still Me*. Louisa Clark arrives in New York ready to start a new life, confident that she can embrace this new adventure and keep her relationship with Ambulance Sam alive across several thousand miles. She steps into the world of the superrich, working for Leonard Gopnik and his much younger second wife, Agnes. Lou is determined to get the most out of the experience and throws herself into her new job and New York life. As she begins to mix in New York high society, Lou meets Joshua Ryan, a man who brings with him a whisper of her past. Before long, Lou finds herself torn between Fifth Avenue where she works and the treasure-filled vintage clothing store where she actually feels at home. And when matters come to a head, she has to ask herself: Who is Louisa Clark? And how do you find the courage to follow your heart—wherever that may lead? Funny, romantic, and poignant, *Still Me* follows Lou as she discovers who she is and who she was always meant to be—and learns to live boldly in her brave new world.

“Happiness at someone else’s expense came at a price. Tia had imagined judgment from the first kiss that she and Nathan shared. All year, she’d waited to be punished for being in love, and in truth, she believed that whatever consequences came her way would be deserved.” Five years ago, Tia fell into obsessive love with a man she could never have. Married, and the father of two boys, Nathan was unavailable in every way. When she became pregnant, he disappeared, and she gave up her baby for adoption. Five years ago, Caroline, a dedicated pathologist, reluctantly adopted a baby to please her husband. She prayed her misgivings would disappear; instead, she’s questioning whether she’s cut out for the role of wife and mother. Five years ago, Juliette considered her life ideal: she had a solid marriage, two beautiful young sons, and a thriving business. Then she discovered Nathan’s affair. He promised he’d never stray again, and she trusted him. But when Juliette intercepts a letter to her husband from Tia that contains pictures of a child with a deep resemblance to her husband, her world crumbles once more. How could Nathan deny his daughter? And if he’s kept this a secret from her, what else is he hiding? Desperate for the truth, Juliette goes in search of the little girl. And before long, the three women and Nathan are on a collision course with consequences that none of them could have predicted. Riveting and arresting, *The Comfort of Lies* explores the collateral damage of infidelity and the dark, private struggles many of us experience but rarely reveal.

The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It provided an agile framework to develop the right product solution for a given target market, and is now used by almost every fledgling company to do just that. The next challenge is growth - to achieve the financial returns and, more importantly, the impact they dreamed of when starting off on their adventure. Why do some companies realize the VC's goal of a 10x return on investment, while others flounder? What differentiates the companies that become part of the fabric of our lives and remain responsive, no matter how big they get from those that quickly fade? To find out, Ammirati looks at 20 different companies in pairs, who have achieved product-market fit at about the same point in history with the same general target customer—one of which has gone on to achieve real scale, while the other languished. As his research reveals, just a handful of choices—among them, who to partner with, how to finance growth, and how to use data—make all the difference in the world. With such intriguing examples as LinkedIn vs. Spoke, Facebook vs. Friendster, and McDonald's vs. White Castle, Ammirati shows the secret of "the science of growth" and how to cultivate it in any organization.

Most organizations are stuck in a rut. On one hand, they understand all the good things that will come with growth. On the other, they're petrified that growth means change, and change means risk, and risk means death. Nobody wants to screw up and ruin a good thing, so most companies (and individuals) just keep trying to be perfect at the things they've always done. In 2003, Seth Godin's *Purple Cow* challenged organizations to become remarkable—to drive growth by standing out in a world full of brown cows. It struck a huge chord and stayed on the *Business-Week* bestseller list for nearly two years. You can hear countless brainstorming meetings where people refer to purple cows and say things like, “That’s not good enough. We need to create a big moo!” But how do you create a big moo—an insight so astounding that people can’t help but remark on it, like digital TV recording

(TiVo) or overnight shipping (FedEx), or the world's best vacuum cleaner (Dyson)? Godin worked with thirty-two of the world's smartest thinkers to answer this critical question. And the team—with the likes of Tom Peters, Malcolm Gladwell, Guy Kawasaki, Mark Cuban, Robyn Waters, Dave Balter, Red Maxwell, and Randall Rothenberg on board—created an incredibly useful book that's fun to read and perfect for groups to share, discuss, and apply. *The Big Moo* is a simple book in the tradition of *Fish and Don't Sweat the Small Stuff*. Instead of lecturing you, it tells stories that stick to your ribs and light your fire. It will help you to create a culture that consistently delivers remarkable innovations.

The main driver of inequality—returns on capital that exceed the rate of economic growth—is again threatening to generate extreme discontent and undermine democratic values. Thomas Piketty's findings in this ambitious, original, rigorous work will transform debate and set the agenda for the next generation of thought about wealth and inequality.

Entrepreneurs are the key to any successful new business. But having a good idea is not enough . . . too many good ideas fail at the execution level. Meticulously researched with fresh insights into the entrepreneurial process, *Transformative Entrepreneurs* provides a fascinating perspective on those enterprises and entrepreneurs that have changed the landscape of society, and highlights the challenges and excitement of launching new innovative businesses. Jeff Harris brings in-depth perceptions from his nearly thirty years of venture capital experience to provide a thorough understanding of the transformative ideas and leadership abilities that separate the winners and losers. From Fred Smith's Federal Express to Hugh Hefner's Playboy, and Ted Turner's CNN to Herb Kelleher's Southwest Airlines, the pioneering business models and execution skills of the founders come to life providing an inspirational lens for those chasing the dream.

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

An updated edition of a standard in its field that remains relevant more than thirty years after its original publication. Over thirty years ago, sociologist and University of California, Berkeley professor Arlie Hochschild set off a tidal wave of conversation and controversy with her bestselling book, *The Second Shift*. Hochschild's examination of life in dual-career households finds that, factoring in paid work, child care, and housework, working mothers put in one month of labor more than their spouses do every year. Updated for a workforce that is now half female, this edition cites a range of updated studies and statistics, with an afterword from Hochschild that addresses how far working mothers have come since the book's first publication, and how much farther we all still must go.

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized Masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures, managing the relationship between national subsidiaries, regional headquarters and global headquarters, as well as corporate social responsibility challenges, and pertinent future trends that are likely to affect global business.

Nathan Bright has no memory of his alleged role in the terrorist attack that killed 18 billion people, but that isn't stopping him from trying to atone for the actions of his past self. Hunted by literally everyone in the galaxy, Nathan's quest for redemption takes him to the scene of the crime where he discovers that Earth's not lifeless at allÉ it's monstrous! This summer, writer JODY LEHEUP (SHIRTLESS BEAR_FIGHTER!), artist NATHAN FOX (HAUNT, DMZ), and colorist MORENO DINISIO (BLACK SCIENCE) return with the hotly anticipated second chapter of their jaw-dropping, critically acclaimed sci-fi sensation!

Automate and Grow is a blueprint for startups, small and medium businesses to grow through automation of marketing, sales and customer support.

Barbara Kingsolver's acclaimed international bestseller tells the story of an American missionary family in the Congo during a poignant chapter in African history. It spins the tale of the fierce evangelical Baptist, Nathan Price, who takes his wife and four daughters on a missionary journey into the heart of darkness of the Belgian Congo in 1959. They carry with them to Africa all they believe they will need from home, but soon find that all of it - from garden seeds to the King James Bible - is calamitously transformed on African soil. Told from the perspective of the five women, this is a compelling exploration of African history, religion, family, and the many paths to redemption. *The Poisonwood Bible* was nominated for the Pulitzer Prize in 1999 and was chosen as the best reading group novel ever at the Penguin/Orange Awards. It continues to be read and adored by millions worldwide.

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

Can a country be a democracy if its government only responds to the preferences of the rich? In an ideal democracy, all citizens should have equal influence on government policy—but as this book demonstrates, America's policymakers respond almost exclusively to the preferences of the economically advantaged. *Affluence and Influence* definitively explores how political inequality in the United States has evolved over the last several decades and how this growing disparity has been shaped by interest groups, parties, and elections. With sharp analysis and an impressive range of data, Martin Gilens looks at thousands of proposed policy changes, and the degree of support for each among poor, middle-class, and affluent Americans. His findings are staggering: when preferences of low- or middle-income Americans diverge from those of the affluent, there is virtually no relationship between policy outcomes and the desires of less advantaged groups. In contrast, affluent Americans' preferences exhibit a substantial relationship with policy outcomes whether their preferences are shared by lower-income groups or not. Gilens shows that representational inequality is spread widely across different policy domains and time periods. Yet Gilens also shows that under specific circumstances the preferences of the middle class and, to a lesser extent, the poor, do seem to matter. In particular, impending elections—especially presidential elections—and an even partisan division in Congress mitigate representational inequality and boost responsiveness to the preferences of the broader public. At a time when economic and political inequality in the United States only continues to rise, *Affluence and Influence* raises important questions about whether American democracy is truly responding to the needs of all its citizens.

Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. *Global Brand Strategy* speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding. With the rollback of net neutrality, platform cooperativism becomes even more pressing: In one volume, some of the most cogent thinkers and doers on the subject of the cooptation of the Internet, and how we can resist and reverse the process.

Learn from the Best Great leaders of innovation know that creativity is not enough. They succeed not only on the basis of their ideas, but because they have the vision, reputation, and networks to win the backing needed to commercialize them. It turns out that this quality—called "innovation capital"—is measurably more important for innovation than just being creative. The authors have spent decades studying how people get great ideas (the subject of *The Innovator's DNA*) and how people test and develop those ideas (explored in *The Innovator's Method*). Now they share what they've learned from a multipronged research program designed to determine how people compete for, and obtain, resources to launch new ideas: How you can build a personal reputation for innovation What techniques you can use to amplify your innovation capital How you can garner attention for your ideas and projects and persuade audiences to support them What it means to provide visionary leadership and how you can achieve it Featuring interviews with the superstars of innovation—individuals like Jeff Bezos (Amazon), Elon Musk (Tesla), Marc Benioff (Salesforce), Indra Nooyi (PepsiCo), and Shantanu Narayen (Adobe)—this book will help you position yourself and your ideas to compete for attention and resources so that you can launch innovations with impact.

Practical advice from some of today's top early stage investors and entrepreneurs *TechStars* is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through *TechStars* raise a meaningful amount of angel or venture capital. *Do More Faster: TechStars Lessons to Accelerate Your Startup* is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the *TechStars* program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the *TechStars* program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as *TechStar* mentors, entrepreneurs, and founders of companies While you'll ultimately have to make your own decisions about what's right for your business, *Do More Faster: TechStars Lessons to Accelerate Your Startup* can get your entrepreneurial endeavor headed in the right direction.

Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have you had what you thought could be a big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools have helped entrepreneurs, designers, and software developers manage uncertainty—through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of *The Innovator's DNA*—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to commercialize them for success. Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new offering? This book focuses on the "how"—how to test, how to validate, and how to commercialize ideas with the lean, design, and agile techniques successful start-ups use. Whether you're launching a start-up, leading an established one, or simply working to get a new product off the ground in an existing company, this book is for you.

Leftist firebrand Fredrik deBoer exposes the lie at the heart of our educational system and demands top-to-bottom reform. Everyone agrees that education is the key to creating a more just and equal world, and that our schools are broken and failing.

Proposed reforms variously target incompetent teachers, corrupt union practices, or outdated curricula, but no one acknowledges a scientifically-proven fact that we all understand intuitively: academic potential varies between individuals, and cannot be dramatically improved. In *The Cult of Smart*, educator and outspoken leftist Fredrik deBoer exposes this omission as the central flaw of our entire society, which has created and perpetuated an unjust class structure based on intellectual ability. Since cognitive talent varies from person to person, our education system can never create equal opportunity for all. Instead, it teaches our children that hierarchy and competition are natural, and that human value should be based on intelligence. These ideas are counter to everything that the left believes, but until they acknowledge the existence of individual cognitive differences, progressives remain complicit in keeping the status quo in place. This passionate, voice-driven manifesto demands that we embrace a new goal for education: equality of outcomes. We must create a world that has a place for everyone, not just the academically talented. But we'll never achieve this dream until the Cult of Smart is destroyed.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

Ever since its first publication in 1992, *The End of History and the Last Man* has provoked controversy and debate. Francis Fukuyama's prescient analysis of religious fundamentalism, politics, scientific progress, ethical codes, and war is as essential for a world fighting fundamentalist terrorists as it was for the end of the Cold War. Now updated with a new afterword, *The End of History and the Last Man* is a modern classic.

The blockchain is widely heralded as the new internet - another dimension in an ever-faster, ever-more-powerful interlocking of ideas, actions and values. Principally the blockchain is a ledger distributed across a large array of machines that enables digital ownership and exchange without a central administering body. Within the arts it has profound implications as both a means of organising and distributing material, and as a new subject and medium for artistic exploration. This landmark publication will bring together a diverse array of artists and researchers engaged with the blockchain, unpacking, critiquing and marking the arrival of it on the cultural landscape for a broad readership across the arts and humanities. Contributors: Cesar Escudero Andaluz, Jaya Klara Brekke, Theodoros Chiotis, Ami Clarke, Simon Denny, The Design Informatics Research Centre (Edinburgh), Max Dovey, Mat Dryhurst, Primavera De Filippi, Peter Gomes, Elias Haase, Juhee Hahm, Max Hampshire, Kimberley ter Heerdt, Holly Herndon, Helen Kaplinsky, Paul Kolling, Elli Kurus, Nikki Loef, Bjorn Maghildoen, Rob Myers, Martin Nadal, Rachel O'Dwyer, Edward Picot, Paul Seidler, Hito Steyerl, Surfatial, Lina Theodorou, Pablo Velasco, Ben Vickers, Mark Waugh, Cecilia Wee, and Martin Zeilinger.

Secrets and seduction make for an explosive combination in HelenKay Dimon's edgy, thrilling new series, which kicks off with a novel about two men who can handle any threat—except the one posed by desire. RITA FINALIST—ROMANTIC SUSPENSE Fisher Braun knows how to keep a secret. As a covert paramilitary operative, his job—and his life—depends on it. He's at the top of his game, ready for action and always in control. No enemy has ever brought him to his knees, but one lover has: Zachary Allen, the man currently sharing his bed. The perfect package of brains and brawn, Zach is someone worth coming home to, and Fisher hates keeping him in the dark about what he does. But the lies keep Zach safe. Until the day Fisher loses everything. . . . Zachary Allen is no innocent civilian. Although he plays the tech geek, in reality he's deep undercover for the CIA. In a horrible twist of fate, the criminal enterprise he's infiltrated has set its sights on the man whose touch drives him wild. Zach would do anything for Fisher—except blow his own cover. Now, in order to save him, Zach must betray him first. And he needs Fisher to trust him with all his heart if they want to make it out alive. Fall in love with the men of HelenKay Dimon's thrilling novels: *The Tough Love* series: MR. AND MR. SMITH | THE TALENTED MR. RIVERS | GUARDING MR. FINE *The Dirty* series: DIRTY DEEDS | DIRTY GAMES Praise for Mr. and Mr. Smith "If you like hot men, action, nerve-wracking situations and police books, you should read Mr. and Mr. Smith."—The Book Adventures of Annelise Lestrangle "This book is . . . a whole heck of a lot of fun, with a large cast of characters, lots of women in power, some angry-hot sex, physically improbable stunts, and lots of shit blowing up. If you like your romance with a little dash of Die Hard, this is the book for you."—Binge On Books "If you are looking for some sexy, exciting, romantic suspense, I would definitely give Mr. and Mr. Smith a try. It is a fun story with lots of thrills and it looks to be the start of a great new series."—Joyfully Jay "Mr. and Mr. Smith is a suspense-filled story. There are moments of abrasive and emotional tantrums . . . and inspiring scenes of one man's love for another. The premise is entertaining; the characters are an eclectic mix of intense, impassioned, and real; the romance is a fight to the finish."—The Reading Cafe Includes an excerpt from another Loveswept title. Sherley A. Williams' highly acclaimed historical novel details two women's fierce strength of will and an unlikely bond despite racial barriers in the pre-civil war south "Having this treasure of a book available again for new and more readers is not only necessary, it is imperative."—Toni Morrison In 1829, in Kentucky, a pregnant black woman helped lead an uprising of a group of slaves headed to the market for sale. She was sentenced to death, but her hanging was delayed until after the birth of her baby. In North Carolina in 1830, a white woman living on an isolated farm was reported to have given sanctuary to runaway slaves. In *Dessa Rose*, Sherley A. Williams asks the question: "What if these two women met?" From there the story unfolds: two strong women, one black, one white, form a forbidden and ambivalent alliance; a bold scheme is hatched to win freedom; trust is slowly extended and cautiously accepted as the two women unite and discover greater strength together than alone. United by fate but divided by prejudice, these two women are locked in a thrilling battle for freedom, sisterhood, friendship, and love.

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