

## The Master Switch The Rise And Fall Of Information Empires

Deep beneath the waves, a great enemy awakens . . . Corinne LaMer defeated the wicked jumbie Severine months ago, but things haven't exactly gone back to normal in her Caribbean island home. Everyone knows Corinne is half-jumbie, and many of her neighbors treat her with mistrust. When local children begin to go missing, snatched from the beach and vanishing into wells, suspicious eyes turn to Corinne. To rescue the missing children and clear her own name, Corinne goes deep into the ocean to find Mama D'Leau, the dangerous jumbie who rules the sea. But Mama D'Leau's help comes with a price. Corinne and her friends Dru, Bouki, and Malik must travel with mermaids across the ocean to fetch a powerful object for Mama D'Leau. The only thing more perilous than Corinne's adventures across the sea is the jumbie that waits for her back home. With action-packed storytelling and inventive twists on Caribbean and West African mythology and fairy tales, *Rise of the Jumbies* is a breathlessly exciting tale of courage and friendship. An NPR Best Book of 2017 A Kirkus Reviews Best Book of 2017 A School Library Journal Best Book of 2017

#1 NEW YORK TIMES BESTSELLER • The compelling, inspiring, and comically sublime story of one man's coming-of-age, set during the twilight of apartheid and the tumultuous days of freedom that followed NAMED ONE OF PASTE'S BEST MEMOIRS OF THE DECADE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Michiko Kakutani, New York Times • USA Today • San Francisco Chronicle • NPR • Esquire • Newsday • Booklist Trevor Noah's unlikely path from apartheid South Africa to the desk of *The Daily Show* began with a criminal act: his birth. Trevor was born to a white Swiss father and a black Xhosa mother at a time when such a union was punishable by five years in prison. Living proof of his parents' indiscretion, Trevor was kept mostly indoors for the earliest years of his life, bound by the extreme and often absurd measures his mother took to hide him from a government that could, at any moment, steal him away. Finally liberated by the end of South Africa's tyrannical white rule, Trevor and his mother set forth on a grand adventure, living openly and freely and embracing the opportunities won by a centuries-long struggle. *Born a Crime* is the story of a mischievous young boy who grows into a restless young man as he struggles to find himself in a world where he was never supposed to exist. It is also the story of that young man's relationship with his fearless, rebellious, and fervently religious mother—his teammate, a woman determined to save her son from the cycle of poverty, violence, and abuse that would ultimately threaten her own life. The stories collected here are by turns hilarious, dramatic, and deeply affecting. Whether subsisting on caterpillars for dinner during hard times, being thrown from a moving car during an attempted kidnapping, or just trying to survive the life-and-death pitfalls of dating in high school, Trevor illuminates his curious world with an incisive wit and unflinching honesty. His stories weave together to form a moving and searingly funny portrait of a boy making his way through a damaged world in a dangerous time, armed only with a keen sense of humor and a mother's unconventional, unconditional love. Praise for *Born a Crime* "Compelling . . . By turns alarming, sad and funny, [Trevor Noah's] book provides a harrowing look, through the prism of Mr. Noah's family, at life in South Africa under apartheid. . . . *Born a Crime* is not just an unnerving account of growing up in South Africa under apartheid, but a love letter to the author's remarkable mother."—Michiko Kakutani, *The New York Times*

Shortlisted for the 2021 Booker Prize Longlisted for the 2021 National Book Award for Fiction A heartrending new novel from the Pulitzer Prize-winning and #1 New York Times best-selling author of *The Overstory*. Named one of the Most Anticipated Books of 2021 by *Newsweek*, *Los Angeles Times*, *New York Magazine*, *Chicago Tribune*, *BuzzFeed*, *BookPage*, *Goodreads*, *Literary Hub*, *The Millions*, *New Statesman*, and *Times of London* The astrophysicist Theo Byrne searches for life throughout the cosmos while single-handedly raising his unusual nine-year-old, Robin, following the death of his wife. Robin is a warm, kind boy who spends hours painting elaborate pictures of endangered animals. He's also about to be expelled from third grade for smashing his friend in the face. As his son grows more troubled, Theo hopes to keep him off psychoactive drugs. He learns of an experimental neurofeedback treatment to bolster Robin's emotional control, one that involves training the boy on the recorded patterns of his mother's brain. . . . With its soaring descriptions of the natural world, its tantalizing vision of life beyond, and its account of a father and son's ferocious love, *Bewilderment* marks Richard Powers's most intimate and moving novel. At its heart lies the question: How can we tell our children the truth about this beautiful, imperiled planet?

The Master Switch The Rise and Fall of Information Empires Vintage

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. *They Ask, You Answer* is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with *They Ask, You Answer*. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. *They Ask, You Answer* is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

A vital resource for pilots, instructors, and students, from the most trusted source of aeronautic information.

Support the author more by purchasing direct from his CreateSpace Store: RISE OF THE DIBOR <https://www.createspace.com/3618531>

THE LION VRIE <https://www.createspace.com/3649857> ATHERA'S DAWN <https://www.createspace.com/3723285>

This newly edited 2nd edition of the 2006 debut, brought to you by Spearhead Books, includes a revised map, page layout, and first ever "From the Author" section. Visit [spearheadbooks.com](http://spearheadbooks.com) and [christopherhopper.com](http://christopherhopper.com) today!

DESCRIPTION: Read the story that turned children into warriors, and warriors into legends. The Dairne-Reih haven't been seen in Dionia for generations-their kind and their king, Morgui, banished long ago from haunting paradise. But when creation shows signs of deterioration, the kings of the seven realms converge in the sacred Gvindollion gathering to arrive at one inexplicable conclusion: Morgui has returned. In the hopes of entrusting Dionia's brave history and perilous future to a generation that has never known war, the kings decide to raise up their young sons as an elite group of warriors, known only as the Dibor. Gorn, legendary hero of the First Battle, is commissioned to teach the Dibor the art of war, leading them on a four-year adventure on the Isle of Kirstell. It is Luik, son of Lair, who soon emerges as the warband's spirited front man. But he is not the only one of his peers to grow in power; his dear friend Fane discovers hidden abilities among the Mosfar under the mentorship of Li-Saide of Ot, while Princess Anorra finds that her lifelong tutor knows as much about combat as he does about etiquette. There is little time for the Dibor to enjoy the satisfaction of graduation, however, as a sinister plot is discovered to dethrone Dionia's kings and flatten the capital city of Adriel. The Dibor are summoned to war, along with the rest of Dionia's fighting men. It is before the gates of Adriel Palace that Luik and his army face Morgui's prince, Valdenil, as well as the unending ranks of the Dairne-Reih.

The bestselling author of *Battle Hymn of the Tiger Mother*, Yale Law School Professor Amy Chua offers a bold new prescription for reversing our foreign policy failures and overcoming our destructive political tribalism at home. Humans are tribal. We need to belong to groups. In many parts of the world, the group identities that matter most – the ones that people will kill and die for – are ethnic, religious, sectarian, or clan-based. But because America tends to see the world in terms of nation-states engaged in great ideological battles – Capitalism vs. Communism, Democracy vs. Authoritarianism, the “Free World” vs. the “Axis of Evil” – we are often spectacularly blind to the power of tribal politics. Time and again this blindness has undermined American foreign policy. In the Vietnam War, viewing the conflict through Cold War blinders, we never saw that most of Vietnam’s “capitalists” were members of the hated Chinese minority. Every pro-free-market move we made helped turn the Vietnamese people against us. In Iraq, we were stunningly dismissive of the hatred between that country’s Sunnis and Shias. If we want to get our foreign policy right – so as to not be perpetually caught off guard and fighting unwinnable wars – the United States has to come to grips with political tribalism abroad. Just as Washington’s foreign policy establishment has been blind to the power of tribal politics outside the country, so too have American political elites been oblivious to the group identities that matter most to ordinary Americans – and that are tearing the United States apart. As the stunning rise of Donald Trump laid bare, identity politics have seized both the American left and right in an especially dangerous, racially inflected way. In America today, every group feels threatened: whites and blacks, Latinos and Asians, men and women, liberals and conservatives, and so on. There is a pervasive sense of collective persecution and discrimination. On the left, this has given rise to increasingly radical and exclusionary rhetoric of privilege and cultural appropriation. On the right, it has fueled a disturbing rise in xenophobia and white nationalism. In characteristically persuasive style, Amy Chua argues that America must rediscover a national identity that transcends our political tribes. Enough false slogans of unity, which are just another form of divisiveness. It is time for a more difficult unity that acknowledges the reality of group differences and fights the deep inequities that divide us.

A modern classic that no child should miss. Since it was first published in 1939, Mike Mulligan and His Steam Shovel has delighted generations of children. Mike and his trusty steam shovel, Mary Anne, dig deep canals for boats to travel through, cut mountain passes for trains, and hollow out cellars for city skyscrapers -- the very symbol of industrial America. But with progress come new machines, and soon the inseparable duo are out of work. Mike believes that Mary Anne can dig as much in a day as one hundred men can dig in a week, and the two have one last chance to prove it and save Mary Anne from the scrap heap. What happens next in the small town of Popperville is a testament to their friendship, and to old-fashioned hard work and ingenuity.

The Internet Age: on the face of it, an era of unprecedented freedom in both communication and culture. Yet in the past, each major new medium, from telephone to satellite television, has crested on a wave of similar idealistic optimism, before succumbing to the inevitable undertow of industrial consolidation. Every once free and open technology has, in time, become centralized and closed; as corporate power has taken control of the 'master switch.' Today a similar struggle looms over the Internet, and as it increasingly supersedes all other media the stakes have never been higher. Part industrial expos, part examination of freedom of expression, *The Master Switch* reveals a crucial drama - full of indelible characters - as it has played out over decades in the shadows of global communication.

"A ... story about a woman caught between many truths. An interpreter has come to The Hague to escape New York and work at the International Court. A woman of many languages and identities, she is looking for a place to finally call home. She's drawn into simmering personal dramas: her lover, Adriaan, is separated from his wife but still entangled in his marriage. Her friend Jana witnesses a seemingly random act of violence, a crime the interpreter becomes increasingly obsessed with as she befriends the victim's sister. And she's pulled into explosive political fires: her work interpreting for a former president accused of war crimes becomes precarious as their relationship is unbound by shifting language and meaning. This woman is the voice in the ear of many, but what command does that give her, and how vulnerable does that leave her? Her coolly impassioned views on power, love, and violence, are tested, both in her personal intimacies and in her role at the Court. She is soon pushed to the precipice, where betrayal and heartbreak threaten to overwhelm her; it is her drive towards truth, and love, that throws into stark relief what she wants from her life"--

In his first work of narrative nonfiction, Matthew Pearl, bestselling author of acclaimed novel *The Dante Club*, explores the little-known true story of the kidnapping of legendary pioneer Daniel Boone's daughter and the dramatic aftermath that rippled across the nation. On a quiet midsummer day in 1776, weeks after the signing of the Declaration of Independence, thirteen-year-old Jemima Boone and her friends Betsy and Fanny Callaway disappear near the Kentucky settlement of Boonesboro, the echoes of their faraway screams lingering on the air. A Cherokee-Shawnee raiding party has taken the girls as the latest salvo in the blood feud between American Indians and the colonial settlers who have decimated native lands and resources. Hanging Maw, the raiders' leader, recognizes one of the captives as Jemima Boone, daughter of Kentucky's most influential pioneers, and realizes she could be a valuable pawn in the battle to drive the colonists out of the contested Kentucky territory for good. With Daniel

Boone and his posse in pursuit, Hanging Maw devises a plan that could ultimately bring greater peace both to the tribes and the colonists. But after the girls find clever ways to create a trail of clues, the raiding party is ambushed by Boone and the rescuers in a battle with reverberations that nobody could predict. As Matthew Pearl reveals, the exciting story of Jemima Boone's kidnapping vividly illuminates the early days of America's westward expansion, and the violent and tragic clashes across cultural lines that ensue. In this enthralling narrative in the tradition of Candice Millard and David Grann, Matthew Pearl unearths a forgotten and dramatic series of events from early in the Revolutionary War that opens a window into America's transition from colony to nation, with the heavy moral costs incurred amid shocking new alliances and betrayals.

Ten years ago, the United States stood at the forefront of the Internet revolution. With some of the fastest speeds and lowest prices in the world for high-speed Internet access, the nation was poised to be the global leader in the new knowledge-based economy. Today that global competitive advantage has all but vanished because of a series of government decisions and resulting monopolies that have allowed dozens of countries, including Japan and South Korea, to pass us in both speed and price of broadband. This steady slide backward not only deprives consumers of vital services needed in a competitive employment and business market—it also threatens the economic future of the nation. This important book by leading telecommunications policy expert Susan Crawford explores why Americans are now paying much more but getting much less when it comes to high-speed Internet access. Using the 2011 merger between Comcast and NBC Universal as a lens, Crawford examines how we have created the biggest monopoly since the breakup of Standard Oil a century ago. In the clearest terms, this book explores how telecommunications monopolies have affected the daily lives of consumers and America's global economic standing.

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A New Yorker and Fortune Best Book of the Year "A must-read for all Americans who want to remain the ones deciding what they can read, watch, and listen to." —Arianna Huffington Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&T—Tim Wu uncovers a time-honored pattern in which invention begets industry and industry begets empire. It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American information—come to be ruled by a corporate leviathan in possession of "the master switch"? Here, Tim Wu shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

"Originally published in hardcover in the United States by Alfred A. Knopf, a division of Penguin Random House LLC, New York, in 2016."-- Title page verso.

An insider's account of how politicians representing a radical white minority of Americans have used "the world's greatest deliberative body" to hijack our democracy. Every major decision governing our diverse, majority-female, and increasingly liberal country bears the stamp of the United States Senate, an institution controlled by people who are almost exclusively white, overwhelmingly male, and disproportionately conservative. Although they do not represent a majority of Americans—and will not for the foreseeable future—today's Republican senators possess the power to block most legislation. Once known as "the world's greatest deliberative body," the Senate has become one of the greatest threats to our democracy. How did this happen? In *Kill Switch*, Senate insider Adam Jentleson contends that far from reflecting the Framers' vision, the Senate has been transformed over the decades by a tenacious minority of white conservatives. From John Calhoun in the mid-1800s to Mitch McConnell in the 2010s, their primary weapon has been the filibuster, or the requirement that most legislation secure the support of a supermajority of senators. Yet, as Jentleson reveals, the filibuster was not a feature of the original Senate and, in allowing a determined minority to gridlock the federal government, runs utterly counter to the Framers' intent. For much of its history, the filibuster was used primarily to prevent civil rights legislation from becoming law. But more recently, Republicans have refined it into a tool for imposing their will on all issues, wielding it to thwart an increasingly progressive American majority represented by Barack Obama's agenda and appointees. Under Donald Trump, McConnell merged the filibuster with rigid leadership structures initially forged by Lyndon Johnson, in the process surrendering the Senate's independence and centrality, as infamously shown by its acquiescence in Trump's impeachment trial. The result is a failed institution and a crippled democracy. Taking us into the Capitol Hill backrooms where the institution's decline is most evident, Jentleson shows that many of the greatest challenges of our era—partisan polarization, dark money, a media culture built on manufactured outrage—converge within the Senate. Even as he charts the larger forces that have shaped the institution where he served, Jentleson offers incisive portraits of the powerful senators who laid the foundation for the modern Senate, from Calhoun to McConnell to LBJ's mentor, Richard Russell, to the unapologetic racist Jesse Helms. An essential, revelatory investigation, *Kill Switch* ultimately makes clear that unless we immediately and drastically reform the Senate's rules and practices—starting with reforming the filibuster—we face the prospect of permanent minority rule in America.

The *Megachurch Book* juxtaposes the way of the scripture to the way of the modern day church, particularly the megachurch. A broad range of subjects are explored including church membership, lavish buildings, dual church locations, the absence of men in the church, neglect of community, the corporate orientation of the megachurch, the tax exempt charter, and many more intriguing topics. The book primarily focuses on trends and practices that are found in African American community based megachurches. Certain topics are written in prose and biblical metaphoric style for greater impact. The more biblical versed a reader is, the more the book will resonate. In order to accommodate various levels of biblical familiarity, the author includes a Discussions and Supporting Scriptures section at the conclusion of each topic. The *Megachurch Book* was written to open dialogue, invoke discourse, and inspire church attendees to not only consider the appropriateness of certain megachurch practices, but to also question such practices.

What happens when advances in technology allow many things to be produced for more or less nothing? And what happens when those things are then made available to the consumer for free? In his groundbreaking new book, *The Long Tail* author Chris Anderson considers a brave new world where the old economic certainties are being undermined by a growing flood of free goods - newspapers, DVDs, T-shirts, phones, even holiday flights. He explains why this has become possible - why new technologies, particularly the Internet, have caused production and distribution costs in many sectors to plummet to an extent unthinkable even a decade ago. He shows how the flexibility provided by the online world allows producers to trade ever more creatively, offering items for free to make real or perceived gains elsewhere. He pinpoints the winners and the losers in the Free universe. And he demonstrates the ways in which, as an increasing number of things become available for free, our decisions to make use of them will be determined by two resources far more valuable than money: the popular reputation of what is on offer and the time we have available for it. In the future, he argues, when we talk of the 'money economy' we will talk of the 'reputation economy' and the 'time economy' in the same breath, and our world will never be the same again.

A new edition of the bestselling classic – published with a special introduction to mark its 10th anniversary This pioneering account sets out to understand the structure of the human brain – the place where mind meets matter. Until recently, the left hemisphere of our brain has been seen as the 'rational' side, the superior partner to the right. But is this distinction true? Drawing on a vast body of experimental research, Iain

McGilchrist argues while our left brain makes for a wonderful servant, it is a very poor master. As he shows, it is the right side which is the more reliable and insightful. Without it, our world would be mechanistic – stripped of depth, colour and value.

Twenty five years ago, it didn't exist. Today, twenty million people worldwide are surfing the Net. Where Wizards Stay Up Late is the exciting story of the pioneers responsible for creating the most talked about, most influential, and most far-reaching communications breakthrough since the invention of the telephone. In the 1960's, when computers were regarded as mere giant calculators, J.C.R. Licklider at MIT saw them as the ultimate communications devices. With Defense Department funds, he and a band of visionary computer whizzes began work on a nationwide, interlocking network of computers. Taking readers behind the scenes, Where Wizards Stay Up Late captures the hard work, genius, and happy accidents of their daring, stunningly successful venture.

The definitive, revelatory biography of Marvel Comics icon Stan Lee, a writer and entrepreneur who reshaped global pop culture—at a steep personal cost “A biography that reads like a thriller or a whodunit . . . scrupulously honest, deeply damning, and sometimes even heartbreaking.”—Neil Gaiman Stan Lee—born Stanley Martin Lieber in 1922—was one of the most beloved and influential entertainers to emerge from the twentieth century. He served as head editor of Marvel for three decades and, in that time, launched more pieces of internationally recognizable intellectual property than anyone other than Walt Disney: Spider-Man, the Avengers, the X-Men, Black Panther, the Incredible Hulk, Iron Man, Thor . . . the list seems to never end. On top of that, his carnival-barker marketing prowess more or less single-handedly saved the comic-book industry and superhero fiction. Without him, the global entertainment industry would be wildly different—and a great deal poorer. But Lee's unprecedented career was also filled with spectacular failures, controversy, and bitter disputes. Lee was dogged by accusations from key collaborators such as Jack Kirby and Steve Ditko over who really created Marvel's signature characters—iconic figures for whom Lee had always been suspected of taking more than his proper share of credit. A major business venture, Stan Lee Media, resulted in stock manipulation, bankruptcy, and criminal charges. A second one, POW! Entertainment, has been repeatedly accused of malfeasance and deceit. And in his final years, after the death of his beloved wife, Joan, rumors swirled that Lee was a virtual prisoner in his own home, beset by abusive grifters and issuing cryptic video recordings as a battle to control his fortune and legacy ensued. Abraham Riesman is a veteran culture reporter who has conducted more than 150 interviews and investigated thousands of pages of private documents, turning up never-before-published revelations about Lee's life and work. Lee's most famous motto was “With great power comes great responsibility.” Stretching from the Romanian shtetls of Lee's ancestors to his own final moments in Los Angeles, True Believer chronicles the world-changing triumphs and tragic missteps of an extraordinary life, and leaves it to readers to decide whether Lee lived up to the responsibilities of his own talent.

We all want our children to reach their fullest potential—to be smart and well adjusted, and to make a difference in the world. We wonder why, for some people, success seems to come so naturally. Could the secret be how they were parented? This book unveils how parenting helped shape some of the most fascinating people you will ever encounter, by doing things that almost any parent can do. You don't have to be wealthy or influential to ensure your child reaches their greatest potential. What you do need is commitment—and the strategies outlined in this book. In The Formula: Unlocking the Secrets to Raising Highly Successful Children, Harvard economist Ronald Ferguson, named in a New York Times profile as the foremost expert on the US educational “achievement gap,” along with award-winning journalist Tatsha Robertson, reveal an intriguing blueprint for helping children from all types of backgrounds become successful adults. Informed by hundreds of interviews, the book includes never-before-published insights from the “How I was Parented Project” at Harvard University, which draws on the varying life experiences of 120 Harvard students. Ferguson and Robertson have isolated a pattern with eight roles of the “Master Parent” that make up the Formula: the Early Learning Partner, the Flight Engineer, the Fixer, the Revealer, the Philosopher, the Model, the Negotiator, and the GPS Navigational Voice. The Formula combines the latest scientific research on child development, learning, and brain growth and illustrates with life stories of extraordinary individuals—from the Harvard-educated Ghanian entrepreneur who, as the young child of a rural doctor, was welcomed in his father's secretive late-night political meetings; to the nation's youngest state-wide elected official, whose hardworking father taught him math and science during grueling days on the family farm in Kentucky; to the DREAMer immigration lawyer whose low-wage mother pawned her wedding ring to buy her academically outstanding child a special flute. The Formula reveals strategies on how you—regardless of race, class, or background—can help your children become the best they can be and shows ways to maximize their chances for happy and purposeful lives.

From the man who coined the term “net neutrality” and who has made significant contributions to our understanding of antitrust policy and wireless communications, comes a call for tighter antitrust enforcement and an end to corporate bigness.

From the incomparable New York Times and New Yorker illustrator Tamara Shopsin, a debut novel about a NYC printer repair technician who comes of age alongside the Apple computer—featuring original artistic designs by the author.

NAMED A MOST ANTICIPATED BOOK OF 2021 BY LIT HUB. LaserWriter II is a coming-of-age tale set in the legendary 90s indie NYC Mac repair shop TekServe—a voyage back in time to when the internet was new, when New York City was gritty, and when Apple made off-beat computers for weirdos. Our guide is Claire, a 19-year-old who barely speaks to her bohemian co-workers, but knows when it's time to snap on an antistatic bracelet. Tamara Shopsin brings us a classically New York novel that couldn't feel more timely. Interweaving the history of digital technology with a tale both touchingly human and delightfully technical, Shopsin brings an idiosyncratic cast of characters to life with a light touch, a sharp eye, and an unmistakable voice. Filled with pixelated philosophy and lots of printers, LaserWriter II is, at its heart, a parable about an apple.

The future of your freedom depends on whether you assert your rights within the digital spaces you inhabit. But, as corporations and countries square off on—and over—the internet, the likely losers are us.

The New Artisan Bread in Five Minutes a Day is a fully revised and updated edition of the bestselling, ground-breaking, and revolutionary approach to bread-making—a perfect gift for foodies and bakers! With more than half a million copies of their books in print, Jeff Hertzberg and Zoë François have proven that people want to bake their own bread, so long as they can do it easily and quickly. Based on fan feedback, Jeff and Zoë have completely revamped their first, most popular, and now-classic book, Artisan Bread in Five Minutes a Day. Responding to their thousands of ardent fans, Jeff and Zoë returned to their test kitchens to whip up more delicious baking recipes. They've also included a gluten-free chapter, forty all-new gorgeous color photos, and one hundred informative black-and-white how-to photos. They've made the “Tips and Techniques” and “Ingredients” chapters bigger and better than ever before, and included readers' Frequently Asked Questions. This revised edition also includes more than thirty brand-new recipes for Beer-Cheese Bread, Crock-Pot Bread, Panini, Pretzel Buns, Apple-Stuffed French Toast, and many more. There's nothing like the smell of freshly baked bread to fill a kitchen with warmth, eager appetites, and endless praise. Now, using Jeff and Zoë's innovative technique, you can create bread that rivals those of the finest bakers in the world in just five minutes of active

preparation time.

David Nasaw has written a sparkling social history of twentieth-century show business and of the new American public that assembled in the city's pleasure palaces, parks, theaters, nickelodeons, world's fair midways, and dance halls. The new amusement centers welcomed women, men, and children, native-born and immigrant, rich, poor and middling. Only African Americans were excluded or segregated in the audience, though they were overrepresented in parodic form on stage. This stigmatization of the African American, Nasaw argues, was the glue that cemented an otherwise disparate audience, muting social distinctions among "whites," and creating a common national culture.

Eleven-year-old Isabella's blended family is more divided than ever in this "timely but genuine" (Publishers Weekly) story about divorce and racial identity from the award-winning and New York Times bestselling author of *Out of My Mind*, Sharon M. Draper. Eleven-year-old Isabella's parents are divorced, so she has to switch lives every week: One week she's Isabella with her dad, his girlfriend Anastasia, and her son Darren living in a fancy house where they are one of the only black families in the neighborhood. The next week she's Izzy with her mom and her boyfriend John-Mark in a small, not-so-fancy house that she loves. Because of this, Isabella has always felt pulled between two worlds. And now that her parents are divorced, it seems their fights are even worse, and they're always about HER. Isabella feels completely stuck in the middle, split and divided between them more than ever. And she is beginning to realize that being split between Mom and Dad involves more than switching houses, switching nicknames, switching backpacks: it's also about switching identities. Her dad is black, her mom is white, and strangers are always commenting: "You're so exotic!" "You look so unusual." "But what are you really?" She knows what they're really saying: "You don't look like your parents." "You're different." "What race are you really?" And when her parents, who both get engaged at the same time, get in their biggest fight ever, Isabella doesn't just feel divided, she feels ripped in two. What does it mean to be half white or half black? To belong to half mom and half dad? And if you're only seen as half of this and half of that, how can you ever feel whole? It seems like nothing can bring Isabella's family together again—until the worst thing happens. Isabella and Darren are stopped by the police. A cell phone is mistaken for a gun. And shots are fired.

The extraordinary #1 New York Times bestseller about the ability of books to feed the soul even in the darkest of times. Nominated as one of America's best-loved novels by PBS's *The Great American Read*. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. "The kind of book that can be life-changing." —The New York Times "Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank." —USA Today **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The *Big Book of Conflict-Resolution Games* offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling *Big Books* series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let *The Big Book of Conflict-Resolution Games* help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in *The Big Book of Conflict-Resolution Games* delivers everything you need to make your workplace more efficient, effective, and engaged.

Using years of research and interviews with adventure sports athletes, the New York Times best-selling author of *Abundance* and *A Small, Fury Prayer* attempts to unlock the secrets to ultimate human performance and the state of consciousness called "flow." 25,000 first printing.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

The most important book on antitrust ever written. It shows how antitrust suits adversely affect the consumer by

encouraging a costly form of protection for inefficient and uncompetitive small businesses.

One of the Washington Post's 20 Books to Read This Summer A riveting history of the epic orbital flight that put America back into the space race. If the United States couldn't catch up to the Soviets in space, how could it compete with them on Earth? That was the question facing John F. Kennedy at the height of the Cold War—a perilous time when the Soviet Union built the wall in Berlin, tested nuclear bombs more destructive than any in history, and beat the United States to every major milestone in space. The race to the heavens seemed a race for survival—and America was losing. On February 20, 1962, when John Glenn blasted into orbit aboard Friendship 7, his mission was not only to circle the planet; it was to calm the fears of the free world and renew America's sense of self-belief. *Mercury Rising* re-creates the tension and excitement of a flight that shifted the momentum of the space race and put the United States on the path to the moon. Drawing on new archival sources, personal interviews, and previously unpublished notes by Glenn himself, *Mercury Rising* reveals how the astronaut's heroics lifted the nation's hopes in what Kennedy called the "hour of maximum danger."

A history of the rise and fall of the twentieth century's leading information empires traces how Hollywood, the broadcast networks, and AT&T introduced new mediums that were eventually centralized in ways that shaped America's communications practices.

The world of fiber optic connections reaching neighborhoods, homes, and businesses will represent as great a change from what came before as the advent of electricity. The virtually unlimited amounts of data we'll be able to send and receive through fiber optic connections will enable a degree of virtual presence that will radically transform health care, education, urban administration and services, agriculture, retail sales, and offices. Yet all of those transformations will pale compared with the innovations and new industries that we can't even imagine today. In a fascinating account combining policy expertise and compelling on-the-ground reporting, Susan Crawford reveals how the giant corporations that control cable and internet access in the United States use their tremendous lobbying power to tilt the playing field against competition, holding back the infrastructure improvements necessary for the country to move forward. And she shows how a few cities and towns are fighting monopoly power to bring the next technological revolution to their communities.

The riveting true story of the rise and fall of Murder, Inc. and the executioner-turned-informant whose mysterious death became a turning point in Mob history. In the fall of 1941, a momentous trial was underway that threatened to end the careers and lives of New York's most brutal mob kingpins. The lead witness, Abe Reles, had been a trusted executioner for Murder, Inc., the enforcement arm of a coast-to-coast mob network known as the Commission. But the man responsible for coolly silencing hundreds of informants was about to become the most talkative snitch of all. In exchange for police protection, Reles was prepared to rat out his murderous friends, from Albert Anastasia to Bugsy Siegel—but before he could testify, his shattered body was discovered on a rooftop outside his heavily-guarded hotel room. Was it a botched escape, or punishment for betraying the loyalty of the country's most powerful mobsters? Michael Cannell's *A Brotherhood Betrayed* traces the history of Murder, Inc. through Reles' rise from street punk to murder chieftain to stool pigeon, ending with his fateful death on a Coney Island rooftop. It resurrects a time when crime became organized crime: a world of money and power, depravity and corruption, street corner ambushes and elaborately choreographed hits by wise-cracking foot soldiers with names like Bugsy Goldstein and Tick Tock Tannenbaum. For a brief moment before World War II erupted, America fixated on the delicate balance of trust and betrayal on the Brooklyn streets. This is the story of the one man who tipped the balance.

"Blazingly original, wry, and perfectly attuned to the oddness—and the profundity—of life" (Cristina Henríquez), Claire Luchette's debut, *Agatha of Little Neon*, is a novel about yearning and sisterhood, figuring out how you fit in (or don't), and the unexpected friends who help you find your truest self Agatha has lived every day of the last nine years with her sisters: they work together, laugh together, pray together. Their world is contained within the little house they share. The four of them are devoted to Mother Roberta and to their quiet, purposeful life. But when the parish goes broke, the sisters are forced to move. They land in Woonsocket, a former mill town now dotted with wind turbines. They take over the care of a halfway house, where they live alongside their charges, such as the jawless Tim Gary and the headstrong Lawnmower Jill. Agatha is forced to venture out into the world alone to teach math at a local all-girls high school, where for the first time in years she has to reckon all on her own with what she sees and feels. Who will she be if she isn't with her sisters? These women, the church, have been her home. Or has she just been hiding? Disarming, delightfully deadpan, and full of searching, Claire Luchette's *Agatha of Little Neon* offers a view into the lives of women and the choices they make.

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results, however, are wildly unpredictable: relatively few films a year make a profit. These market conditions make this a unique industry and film marketing a specific and demanding skill set that requires attention early in the career of any marketing student looking to progress in the industry. This new edition of *Film Marketing* is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different approaches to promotion according to different aims and audiences internally and externally, and across the world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes: Additional pedagogy and visual examples to reinforce key points A more international range of cases and coverage of non-Western markets to give a global overview of film marketing across the world New and expanded sections on social media, digital promotion, transmedia and crowdfunding This is the original film marketing text which no engaged film or marketing student should be without.

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