

## Wall Street Journal Career Opportunities

The Wall Street Professional's Survival Guide: The Secrets of a Career Coach is the only complete, up-to-date, and practical guide for financial industry professionals seeking new or better jobs in today's brutally competitive environment. Author Roy Cohen spent more than 10 years providing outplacement services to Goldman Sachs' employees. In this book, he shares finance-specific job-hunting insights you simply won't find anywhere else. Drawing on his immense experience helping financial industry professionals find and keep outstanding positions, Cohen tells you what to do when and if you're fired (or ready to move), how to develop a "game plan" and search targets, how to build your "story", how to move from the sell-side to the buy side, and much more. You'll find industry-specific guidance on interview strategy, resumes, follow-up, references, and even negotiation with real examples drawn from Cohen's own practice.

A career guide that rethinks the golden years, this handbook offers 50+ income models for creating flexible, fulfilling, and profitable work during the encore stage of one's career. **RETHINK YOUR RETIREMENT** For many people, retirement is no longer a trifecta of golf, grandkids, and gardening—it's an opportunity for new pursuits that involve both earning income and exploring personal passions. If you're planning for retirement or already at "retirement age" but want to continue working—whether to supplement your income or to stay mentally and physically active—veteran career coach Nancy Collamer shows how to identify your favorite interests and expertise and repackage them into more than fifty ways to earn income. These second acts range from the traditional (part-time employment, consulting) to newer Internet-based options (teaching online, writing a blog). With a prescriptive approach to securing second-act careers that are flexible, fulfilling, and fun, this book offers a wide variety of income-generating examples as well as exercises to clarify your lifestyle goals and help you plan for your next move. **Second-Act Careers** shows how to create a profitable and meaningful semi-retirement on your own terms and in your own way.

Disasters happen every day. Are your investments prepared? The investor who knows how to anticipate historically significant or earth-shattering events—who is prepared to act when others are frozen with fear—will always have a substantial advantage. By closely analyzing potential global threats and the opportunities they present, **The Wall Street Journal Guide to Investing in the Apocalypse** offers investors the key to finding a silver lining in almost any cataclysm. Even if the catastrophic does not occur, the strategies here can pay huge dividends even under more mundane circumstances. **The Wall Street Journal Guide to Investing in the Apocalypse** provides readers with valuable information for investment success: the ability to see opportunity where others see peril. Whether a global disaster is natural or man-made, environmental or financial, every fearsome scenario contains the seeds of profit for the investor who stays calm

and thinks rather than panics and runs.

Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That's why there is no better resource than The Wall Street Journal Complete Small Business Guidebook, a practical guide for turning your entrepreneurial dreams into a successful company, from America's most trusted source of financial advice. It answers would-be business owners' biggest question—how do I fund my venture?—then explains the mechanics of building, running and growing a profitable business. You'll learn:

- How to write a winning business plan
- Secrets to finding extra money during the lean years and beyond
- Ways to keep your stress in check while maintaining a work/life balance
- How to manage your time, including taking vacations and dealing with sick days
- Strategies for keeping your business running smoothly—from investing in technology to hiring the right people
- Marketing and management basics
- When angel investors or venture capital might be an appropriate way to grow
- How to execute your exit strategy

Running the show may not always be easy, but the rewards can be tremendous. You may be on the job 24/7, but you have the freedom to call the shots, to hire whomever you want, to work when you want and to take your business as far as you want to go.

Are you looking for a mere job—the kind where you do virtually the same thing day after day, year after year, and spend the hours counting down the minutes until the clock hits five p.m.? Or are you looking for a career—the kind that engages your interests and passions, constantly presents new and exciting opportunities and challenges, and allows you to grow personally and professionally? If you chose the latter, this is the book for you. In *The Wall Street Journal Guide to Building Your Career*, former Wall Street Journal careers editor Jennifer Merritt shows you how to build the foundation for the fulfilling professional career that leads to that corner office. She'll walk you through how to:

- Select and nab that important career-launching college internship
- Ace your first interview—and blow them away in the second round
- Navigate the unwritten rules of any office culture
- Negotiate tastefully and successfully for the salary your skills are worth
- Get that critical promotion when you're at the peak of your learning curve
- Choose the mentor (or mentors) who can best help you achieve your goals
- Leap ahead of other high achievers racing you to the top

Drawing on advice from industry experts, career coaches, and ordinary people who've made the climb themselves, Merritt offers insider tips for landing and moving up in the kind of job that's not just about earning a paycheck but about realizing your ambitions and achieving the kind of success you've always dreamed of.

A Wall Street Journal Bestseller "...this guide provides readers with much more than just early careers advice; it can help everyone from interns to CEOs." — a Financial Times top title You've landed a job. Now what? No one tells you how to

navigate your first day in a new role. No one tells you how to take ownership, manage expectations, or handle workplace politics. No one tells you how to get promoted. The answers to these professional unknowns lie in the unspoken rules—the certain ways of doing things that managers expect but don't explain and that top performers do but don't realize. The problem is, these rules aren't taught in school. Instead, they get passed down over dinner or from mentor to mentee, making for an unlevel playing field, with the insiders getting ahead and the outsiders stumbling along through trial and error. Until now. In this practical guide, Gorick Ng, a first-generation college student and Harvard career adviser, demystifies the unspoken rules of work. Ng distills the wisdom he has gathered from over five hundred interviews with professionals across industries and job types about the biggest mistakes people make at work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies you can apply immediately to your own situation and will help you navigate inevitable questions, such as: How do I manage my time in the face of conflicting priorities? How do I build relationships when I'm working remotely? How do I ask for help without looking incompetent or lazy? The Unspoken Rules is the only book you need to perform your best, stand out from your peers, and set yourself up for a fulfilling career.

Nobody's Slave has descriptive copy which is not yet available from the Publisher.

This comprehensive history and analysis of the country's most influential financial newspaper traces its evolution over the past century, profiles the leaders that shaped its course, and examines its organization, policies, and key issues and controversies.

The Wall Street Journal Guide to the 50 Economic Indicators that Really Matter is a must-have guide for investors. Dow Jones columnist Simon Constable and respected financial historian Robert E. Wright offer valuable tips and insight to help investors forecast and exploit sea changes in the global macroeconomic climate. Unlike other investment handbooks, Constable and Wright's guide explores the not widely known economic indicators that the smartest investors watch closely in order to beat the stock market—from "Big Macs" to "Zombie Banks." Not only valuable and informative, The Wall Street Journal Guide to the 50 Economic Indicators that Really Matter is also wonderfully irreverent and endlessly entertaining, making it the most fun to read investors' guide on the market.

In the modern age of remote working and flexible work hours, why have most office spaces remained relatively unchanged for decades? In *Where is My Office?*, Chris Kane draws upon his extensive knowledge and experience in commercial property to investigate the new-found significance of innovative corporate real estate thinking in the modern workplace. With the rise of agile working, hot-desking and new technological innovations, the traditional office space no longer serves the needs of the modern workforce. With a foreword from Mark Thompson, CEO of The New York Times, this fascinating book highlights the bold new solutions to workplace practices which have the potential to invigorate employee productivity while simultaneously trimming excess

costs. Chris poses his ground-breaking 'Smart Value' formula which underpinned the success of his redevelopment of the property portfolio of the BBC, and which can be adapted to enact meaningful and lasting organizational change in any business. This formula is supported through in-depth case studies from Chris's prestigious career, while interviews with prolific industry insiders such as Ronen Journo, SVP of WeWork and Mark Dixon, founder of Regus, provide fascinating insights into the ground-breaking strategies that are transforming the commercial property sector. *Where is My Office?* is a must-read for any business leader looking to revitalise their workplace and develop a greater understanding of the beneficial impacts that innovative workplace strategies can have upon their organization's success.

Offers advice on estate-planning, identifies key documents, and explains the technical jargon.

What would happen if no pharmacists were available to fill your prescription at the local drugstore, or to recognize medication errors in the emergency room? That could be reality if America doesn't train another 150,000 pharmacists by 2020. According to the U.S. Department of Labor, 7,000 to 10,000 pharmacist positions are left unfilled every year. Pharmacy graduates can expect a variety of possible career directions as well as four or five job offers. Besides earning a mean annual wage of \$77,050, pharmacists can choose from a wide variety of employment settings, from research laboratories to poison control centers to veterinary clinics. Discover everything you need to know by grabbing a copy of this ebook today.

A leading workplace expert provides an inspirational, practical, and forward-looking career playbook for recent grads, career changers, and transitioning professionals looking to thrive in today's rapidly evolving workplace. Covid-19 has heightened career uncertainty in a work landscape dominated by turbulence and change, and it is directly impacting how people are entering—or re-entering—the workplace. But as Lindsey Pollak makes clear, the pandemic merely accelerated career and hiring trends that have been building. Changes that were once slowly spreading have been rapidly implemented across all industries. This means that the old job hunting and career success rules no longer apply. Job seekers of all generations and skill sets must learn how to thrive in this “new normal,” which will include a hybrid of remote and in-person experiences, increased reliance on virtual communication and automation, constant disruption, and renewed employer emphasis on workers' health and well-being. While this new world is complicated and constantly evolving, you won't have to navigate it alone. For twenty years, Pollak has been following the trends and successfully advising young professionals and organizations on workplace success. Now, she guides you through the changes currently happening—and those to come. Combining insights from both experts and professionals across generations, she provides encouraging, strategic, and actionable advice on making lifelong decisions about education; building a resilient personal brand; using virtual communication to remotely interview, network, and work; skilling and reskilling for the future; and maintaining self-care and mental health. Like your personal GPS, Pollak equips you to handle workplace obstacles, helping you see them as challenges to navigate rather than impossible roadblocks. There is no perfect path to a dream career, but with *Recalculating* you'll be prepared with the necessary skills and tools to succeed.

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change While working at the

Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch's kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch's crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is—maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power.

"Bevy knows what's what, and she is the kind of woman you want in your corner. If you don't believe me . . . buy the book."

—Whoopi Goldberg "Funny, wise, well-experienced, empathetic, colorful—Bevy brings the spirit of humanity wherever she goes."

—Pharrell Williams From the host of the fabulous and popular show Bevelations on SiriusXM's Radio Andy channel, Bevy Smith's irreverent and inspiring memoir about learning to live a big, authentic, and unapologetic life—and how you can, too Bevy Smith was living what seemed like a glamorous dream as a fashion advertising executive, blazing a lucrative career for herself in the whitewashed magazine world. She jetsetted to Europe for fashion shows, dined and danced at every hot spot, and enjoyed a mighty roster of lovers. So it came as quite a shock to Bevy when one day, after arriving at her luxury hotel in Milan, she collapsed on the Frette bedsheets and sobbed. Years of rolling with the in-crowd had taken its toll. Her satisfaction with work and life had hit rock bottom. But Bevy could not be defeated, and within minutes (okay, days) she grabbed a notepad and started realizing a truer path—one built on self-reflection and, ultimately, clarity. She figured out how to redirect her life toward meaningful creativity and freedom. In her signature lively and infectious voice (there's no one like Bevy!), Bevelations candidly shares how she reclaimed her life's course and shows how we too can manifest our most bodacious dreams. From repossessing her bold childhood nature to becoming her own brand to envisioning her life's next great destination (which will feature natural hair, important charitable giving, and a midcentury house overlooking the Pacific Ocean), Bevy invites readers along on the route of her personal transformation to reveal how each of us can live our best lives with honesty, joy, and, when we're in the mood, a killer pair of shoes.

A retired Wall Street Journal editor and mother compares two generations of women—boomers and GenXers—to examine how each navigates the emotional and professional challenges involved in juggling managerial careers and families. For the first time in American history, a significant number of mothers are heading major corporations, including General Motors, Ulta Beauty, and Best Buy. Over the past several decades, women have made gains throughout executive suites. Yet these "Power Moms" still struggle with balancing their management responsibilities with raising children. Joann S. Lublin draws on the experiences of the nation's two generations of these successful women to measure how far we've come—and how far we still need to go. Lublin combines her own insights with those of eighty-five executive mothers across industries—including experienced public-company chiefs such as Carol Bartz, the first woman to command Autodesk and Yahoo; Hershey's Michele Buck, DuPont's Ellen Kullman,

ITT's Denise Ramos, and WW International's Mindy Grossman—and twenty-five of their grown daughters. Lublin reveals how trailblazer boomers, many now in their sixties, often endured sweeping disapproval for their demanding management careers, even as their own daughters sometimes rejected their choices. While the second wave of executive mothers—all under forty-five—handle working parenthood with less angst, they still lead stressful lives. Power Moms provides lessons and advice to help today's professional women, their families, and their employers navigate this challenging terrain. Lublin looks at the trade-offs mothers are too often forced to make between work and family and the root causes, including the dearth of large-scale paid parental leave and other family-friendly policies. While it celebrates the gains women have made, Power Moms makes clear how much more must be done to make being a working mother easier.

NATIONAL BESTSELLER • The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. “Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection.” —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes's worth at an estimated \$4.5 billion. There was just one problem: The technology didn't work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion—on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

Shows how to use the Journal to understand the business cycle, federal fiscal policy, the stock market, and international transactions From America's most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we'll be able to live in the future. Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and, ultimately, retirement. From The Wall Street Journal, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you'll become a better steward of your own money, today and in the future. Consider The Wall Street Journal Complete Personal Finance Guidebook your cheat sheet to the finances of your life. This book will

help you: • Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more • Establish realistic budgets and savings plans • Develop an investment strategy that makes sense for you • Make the right financial decisions about real estate • Plan for retirement intelligently Also available—the companion to this guidebook: The Wall Street Journal Personal Finance Workbook, by Jeff D. Opdyke Get your financial life in order with help from The Wall Street Journal. Look for: • The Wall Street Journal Complete Money and Investing Guidebook • The Wall Street Journal Complete Identity Theft Guidebook • The Wall Street Journal Complete Real Estate Investing Guidebook

Almost Everything You Need to Know About Leading the Good Life Too many decisions. Too many choices. What today's smart consumer must have is a money-and-time-saving guide for conducting the "business of life"—both the big challenges, such as getting top-notch health care for the family and the best education for the kids, and the pleasurable ones, like plotting the family summer vacation. Nancy Keates and her expert colleagues at The Wall Street Journal provide all-new material that gives the lowdown on: The Savvy Traveler: How to cut to the chase and not only avoid the indignity of cramped plane seats and overpriced tickets, but also get the best and safest seats at the same time. The Fine Art of Dining and Drinking: Landing the hottest table in town—at a discount; picking wine without becoming a wine snob; and learning about "barley matters"—the newest, hottest beers. How to Speak Geek: Demystifying tech trends, with smart advice on not only what high-tech gadgets to buy but how to shop for them. Everything You Need to Know About Buying, Selling and Financing a Car: How to get the best and safest vehicle at the best price. Real Estate: Will the bubble burst? Here's how to be an informed buyer and seller along with the basics of remodeling and designing your home. How to Be an Informed Patient: Choosing a hospital, playing private investigator with your M.D., and learning about the tests you really ought to have (even if you have to pay for them yourself). Getting Real Bang for Your Education Bucks: What you need to know from preschool through college and graduate school. The Great Balancing Act: Managing work and family, and finding out how to avoid the overstretched child and parent syndromes. Financing Your Life: It was easy in the 1990s, but the world has changed dramatically. Here's how to deal with the new world of saving, investing and borrowing money. Shopping: The New Sex? Throw away your Kama Sutra. The number one thrill in shopping is getting a good deal—here's how to play the game and get the best stuff at the best price. The Wall Street Journal Guide to the Business of Life is both an instruction manual for living life to the fullest and a fun read about what really matters in the day-to-day. It has all the basic insight and information you need to navigate through life along with hilarious side trips such as "The Three-Decorator Experience" and "Cruises: Sailing New Waters."

\*A Wall Street Journal Business Bestseller\* "A deeply reported and business-savvy chronicle of Tesla's wild ride." —Walter Isaacson, New York Times Book Review Power Play is the riveting inside story of Elon Musk and Tesla's bid to build the world's greatest car—from award-winning Wall Street Journal tech and auto reporter Tim Higgins Elon Musk is among the most controversial titans of Silicon Valley. To some he's a genius and a visionary; to others he's a mercurial huckster. Billions of dollars have been gained and lost on his tweets; his personal exploits are the stuff of tabloids. But for all his outrageous talk of mind-uploading and space travel, his most audacious vision is the one closest to the ground: the electric car. When Tesla was founded in the 2000s, electric cars were novelties, trotted out and thrown on the scrap heap by carmakers for more than a century. But where most onlookers saw only failure, a small band of Silicon Valley engineers and entrepreneurs saw opportunity. The gas-guzzling car was in need of disruption. They pitted themselves against the biggest, fiercest business rivals in the world, setting out to make a car that was quicker, sexier, smoother, cleaner than the competition. But as the saying goes, to make a small fortune in cars, start with a big fortune. Tesla would undergo a hellish fifteen years, beset by rivals, pressured by investors, hobbled

by whistleblowers, buoyed by its loyal supporters. Musk himself would often prove Tesla's worst enemy—his antics more than once took the company he had initially funded largely with his own money to the brink of collapse. Was he an underdog, an antihero, a conman, or some combination of the three? Wall Street Journal tech and auto reporter Tim Higgins had a front-row seat for the drama: the pileups, wrestling for control, meltdowns, and the unlikeliest outcome of all, success. A story of power, recklessness, struggle, and triumph, *Power Play* is an exhilarating look at how a team of eccentrics and innovators beat the odds—and changed the future.

“An important reminder of simple everyday practices to improve how we all work together, which will lead to greater team and individual happiness and performance. Great results will follow.”—Jack Dorsey, CEO of Twitter and Square “With just 30 changes, you can transform your work experience from bland and boring (or worse) to fulfilling, fun, and even joyful.”—Daniel Pink, author of *When and Drive* The vice president of Twitter Europe and host of the top business podcast *Eat Sleep Work Repeat* offers thirty smart, research-based hacks for bringing joy and fun back into our burned out, uninspired work lives. How does a lunch break spark a burst of productivity? Can a team’s performance be improved simply by moving the location of the coffee maker? Why are meetings so often a waste of time, and how can a walking meeting actually get decisions made? As an executive with decades of management experience at top Silicon Valley companies including YouTube, Google, and Twitter, Bruce Daisley has given a lot of thought to what makes a workforce productive and what factors can improve the workplace to benefit a company’s employees, customers, and bottom line. In his debut book, he shares what he’s discovered, offering practical, often counterintuitive, insights and solutions for reinvigorating work to give us more meaning, productivity, and joy at the office. A Gallup survey of global workers revealed shocking news: only 13% of employees are engaged in their jobs. This means that burn out and unhappiness at work are a reality for the vast majority of workers. Managers—and employees themselves—can make work better. *Eat Sleep Work Repeat* shows them how, offering more than two dozen research-backed, user-friendly strategies, including: Go to Lunch (it makes you less tired over the weekend) Suggest a Tea Break (it increases team cohesiveness and productivity) Conduct a Pre-Mortem (foreseeing possible issues can prevent problems and creates a spirit of curiosity and inquisitiveness) “Let’s start enjoying our jobs again,” Daisley insists. “It’s time to rediscover the joy of work.”

There are also opportunities for a nursing career in more unusual areas, especially if you choose to go on to more specialized training and acquire an advanced degree. It’s difficult to imagine a more fulfilling career than one as a nurse-midwife, helping to usher new lives into the world, for instance, or as a nurse practitioner helping parents cope with their children’s illnesses. Discover everything you need to know by grabbing a copy of this ebook today.

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint.

The definitive guide for Main Street readers who want to make sense of what’s happening on Wall Street, and better understand how we got here and what we need to know to in days to come. Written by seasoned financial writer Dave Kansas, this official Wall Street Journal guide will be filled with practical information, revealing what the crisis means for reader’s financial lives, and what steps they should be taking now to inform and protect themselves.

NEW YORK TIMES BESTSELLER Shortlisted for the Financial Times/McKinsey Business Book of the Year Award The unbelievable story of a secretive mathematician who pioneered the era of the algorithm--and made \$23 billion doing it. Jim Simons

is the greatest money maker in modern financial history. No other investor--Warren Buffett, Peter Lynch, Ray Dalio, Steve Cohen, or George Soros--can touch his record. Since 1988, Renaissance's signature Medallion fund has generated average annual returns of 66 percent. The firm has earned profits of more than \$100 billion; Simons is worth twenty-three billion dollars. Drawing on unprecedented access to Simons and dozens of current and former employees, Zuckerman, a veteran Wall Street Journal investigative reporter, tells the gripping story of how a world-class mathematician and former code breaker mastered the market. Simons pioneered a data-driven, algorithmic approach that's sweeping the world. As Renaissance became a market force, its executives began influencing the world beyond finance. Simons became a major figure in scientific research, education, and liberal politics. Senior executive Robert Mercer is more responsible than anyone else for the Trump presidency, placing Steve Bannon in the campaign and funding Trump's victorious 2016 effort. Mercer also impacted the campaign behind Brexit. *The Man Who Solved the Market* is a portrait of a modern-day Midas who remade markets in his own image, but failed to anticipate how his success would impact his firm and his country. It's also a story of what Simons's revolution means for the rest of us.

Unravel the Mysteries of the Financial Markets—the Language, the Players, and the Strategies for Success Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, *The Wall Street Journal Complete Money and Investing Guidebook* provides investors with a simple—but not simplistic—grounding in the world of finance. It breaks down the basics of how money and investing work, explaining:

- What must-have information you need to invest in stocks, bonds, and mutual funds
- How to see through the inscrutable theories and arcane jargon of financial insiders and advisers
- What market players, investing strategies, and money and investing history you should know
- Why individual investors should pay attention to the economy

Written in a clear, engaging style by Dave Kansas, one of America's top business journalists and editor of *The Wall Street Journal Money & Investing* section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from *The Wall Street Journal*. Look for:

- *The Wall Street Journal Complete Personal Finance Guidebook*
- *The Wall Street Journal Personal Finance Workbook*
- *The Wall Street Journal Complete Real Estate Investing Guidebook*

"[Cass's] core principle--a culture of respect for work of all kinds--can help close the gap dividing the two Americas...." - William A. Galston, *The Brookings Institution*

The American worker is in crisis. Wages have stagnated for more than a generation. Reliance on welfare programs has surged. Life expectancy is falling as substance abuse and obesity rates climb. These woes are not the inevitable result of irresistible global and technological forces. They are the direct consequence of a decades-long economic consensus that prioritized increasing consumption--regardless of the costs to American workers, their families, and their communities. Donald Trump's rise to the presidency focused attention on the depth of the nation's challenges, yet while everyone agrees something must change, the Left's insistence on still more government spending and the Right's faith in still more economic growth are recipes for repeating the mistakes of the past. In this groundbreaking re-evaluation of American society,

economics, and public policy, Oren Cass challenges our basic assumptions about what prosperity means and where it comes from to reveal how we lost our way. The good news is that we can still turn things around--if the nation's proverbial elites are willing to put the American worker's interests first. Which is more important, pristine air quality, or well-paying jobs that support families? Unfettered access to the cheapest labor in the world, or renewed investment in the employment of Americans? Smoothing the path through college for the best students, or ensuring that every student acquires the skills to succeed in the modern economy? Cutting taxes, expanding the safety net, or adding money to low-wage paychecks? The renewal of work in America demands new answers to these questions. If we reinforce their vital role, workers supporting strong families and communities can provide the foundation for a thriving, self-sufficient society that offers opportunity to all.

Counsels readers on how to work to the top of a chosen profession, outlining step-by-step recommendations for the rapid realization of fulfilling goals.

A groundbreaking exploration of what it means to be a late bloomer in a culture obsessed with SAT scores and early success, and how finding one's way later in life can be an advantage to long-term achievement and happiness. We live in a society where kids and parents are obsessed with early achievement, from getting perfect scores on SATs to getting into Ivy League colleges to landing an amazing job at Google or Facebook--or even better, creating a startup with the potential to be the next Google or Facebook or Uber. We see software coders becoming millionaires or even billionaires before age 30 and feel we are failing if we are not one of them. But there is good news. A lot of us--most of us--do not explode out of the gates in life. That was true for author Rich Karlgaard, who had a mediocre academic career at Stanford (which he got into by a fluke), and after graduating, worked as a dishwasher, nightwatchman, and typing temp before finally finding the inner motivation and drive that ultimately led him to start up a high-tech magazine in Silicon Valley, and eventually to become the publisher of Forbes magazine. There is a scientific explanation for why so many of us bloom later in life. The executive function of our brains doesn't mature until age 25--and later for some. In fact our brain's capabilities peak at different ages. We actually enjoy multiple periods of blooming in our lives. Based on several years of research, personal experience, and interviews with neuroscientists and psychologists, and countless people at different stages of their careers, Bloom reveals how and when we achieve full potential--and why an algorithmic acuity in math is such an anomaly in terms of career success.

American law assumes that individuals are autonomous, defined by their capacity to choose, and not obligated to each other. But our bodies make us vulnerable and dependent, and the law leaves the weakest on their own. O. Carter Snead argues for a paradigm that recognizes embodiment, enabling law and policy to provide for the care that people need.

A bold new theory of leadership drawn from elite captains throughout sports—named one of the best business books of the year by CNBC, The New York Times, Forbes, strategy+business, The Globe and Mail, and Sports Illustrated “The book taught me that there’s no cookie-cutter way to lead. Leading is not just what Hollywood tells you. It’s not the big pregame speech. It’s how you carry yourself every day, how you treat the people around you, who you are as a person.”—Mitchell Trubisky, quarterback, Chicago

Bears Now featuring analysis of the five-time Super Bowl champion New England Patriots and their captain, Tom Brady The seventeen most dominant teams in sports history had one thing in common: Each employed the same type of captain—a singular leader with an unconventional set of skills and tendencies. Drawing on original interviews with athletes, general managers, coaches, and team-building experts, Sam Walker identifies the seven core qualities of the Captain Class—from extreme doggedness and emotional control to tactical aggression and the courage to stand apart. Told through riveting accounts of pressure-soaked moments in sports history, *The Captain Class* will challenge your assumptions of what inspired leadership looks like. Praise for *The Captain Class* “Wildly entertaining and thought-provoking . . . makes you reexamine long-held beliefs about leadership and the glue that binds winning teams together.”—Theo Epstein, president of baseball operations, Chicago Cubs “If you care about leadership, talent development, or the art of competition, you need to read this immediately.”—Daniel Coyle, author of *The Culture Code* “The insights in this book are tremendous.”—Bob Myers, general manager, Golden State Warriors “An awesome book . . . I find myself relating a lot to its portrayal of the out-of-the-norm leader.”—Carli Lloyd, co-captain, U.S. Soccer Women’s National Team “A great read . . . Sam Walker used data and a systems approach to reach some original and unconventional conclusions about the kinds of leaders that foster enduring success. Most business and leadership books lapse into clichés. This one is fresh.”—Jeff Immelt, chairman and former CEO, General Electric “I can’t tell you how much I loved *The Captain Class*. It identifies something many people who’ve been around successful teams have felt but were never able to articulate. It has deeply affected my thoughts around how we build our culture.”—Derek Falvey, chief baseball officer, Minnesota Twins

Your Map for a Brave New Real-Estate World The days of real-estate mania—when you really couldn’t go wrong with buying a home, then selling it in a few years for a lot more than you paid for it—are over. Inflated prices and the “subprime” mortgage crisis have finally burst the bubble. Now, more than ever, it’s important for current and prospective home buyers to understand just what they’re getting into when they take that plunge—and to think smarter when it comes to making the most of their biggest asset. *The Wall Street Journal. Complete Home Owner’s Guidebook* shows readers how to become savvy home buyers—and eventually owners—not only in this new, uncertain era but in any market:

- Understand the benefits and pitfalls of owning versus renting
- Make sense of the housing market—ask the important questions, factor in the unforeseen costs, and explode the big myths of home ownership
- Take advantage of current opportunities if you’re a first-time home buyer
- Overcome the challenges if you’re looking to trade up or cash out on your home for retirement
- Make the best profit on your home in any market
- Understand why your home—your number one asset—really isn’t such a great investment

From the Trade Paperback edition.

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It’s here right now—in software that senses what we need, supply chains that “think” in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on?

In *Human + Machine*, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. *Human + Machine* provides the missing and much-needed management playbook for success in our new age of AI. **BOOK PROCEEDS FOR THE AI GENERATION** The authors' goal in publishing *Human + Machine* is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

The story of the man who transformed *The Wall Street Journal* and modern media In 1929, Barney Kilgore, fresh from college in small-town Indiana, took a sleepy, near bankrupt New York financial paper—*The Wall Street Journal*—and turned it into a thriving national newspaper that eventually was worth \$5 billion to Rupert Murdoch. Kilgore then invented a national weekly newspaper that was a precursor of many trends we see playing out in journalism now. Tofel brings this story of a little-known pioneer to life using many previously uncollected newspaper writings by Kilgore and a treasure trove of letters between Kilgore and his father, all of which detail the invention of much of what we like best about modern newspapers. By focusing on the man, his journalism, his foresight, and his business acumen, *Restless Genius* also sheds new light on the Depression and the New Deal. At a time when traditional newspapers are under increasing threat, Barney Kilgore's story offers lessons that need constant retelling.

Featuring a new preface for the 10th anniversary As did the national bestseller *Nickel and Dimed*, Mike Rose's revelatory book demolishes the long-held notion that people who work with their hands make up a less intelligent class. He shows us waitresses making lightning-fast calculations, carpenters handling complex spatial mathematics, and hairdressers, plumbers, and electricians with their aesthetic and diagnostic acumen. Rose, an educator who is himself the son of a waitress, explores the intellectual repertory of everyday workers and the terrible social cost of undervaluing the work they do. Deftly combining research, interviews, and personal history, this is one of those rare books that has the capacity both to shape public policy and to illuminate general readers.

In today's new economy—in which “good” jobs are typically knowledge or technology based—many well-educated and culturally savvy young people are instead choosing to pursue traditionally low-status manual labor occupations as careers. *Masters of Craft*

looks at the renaissance of four such trades: bartending, distilling, barbering, and butchering. In this engaging book, Richard Ocejo takes you into the lives and workplaces of these people to examine how they are transforming once-undesirable jobs into “cool” and highly specialized upscale occupations. He shows how they find meaning in these jobs by enacting a set of “cultural repertoires,” resulting in a new form of elite taste-making. Focusing on cocktail bartenders, craft distillers, upscale men’s barbers, and whole-animal butcher shop workers in Manhattan, Brooklyn, and upstate New York, *Masters of Craft* provides new insights into the stratification of taste, the spread of gentrification, and the evolving labor market in today’s postindustrial city.

Traces the history of money and discusses stocks, bonds, mutual funds, futures, and options.

For more than sixty years, *The Wall Street Journal* has prided itself not just on its serious journalism, but also on the whimsical and arcane stories that amuse and delight its readers. In that regard, animal stories have proven to be the most beloved of all. Now, veteran *Journal* reporter and Page One editor Ken Wells gathers the finest, funniest, and most fascinating of these animal tales in one exceptional book. Here are lighthearted, witty stories of breakthroughs in goldfish surgery, the untiring efforts of British animal lovers who guide lovesick toads across dangerous motorways, and the quest to tame doggy anxieties by prescribing the human pacifier Prozac. Other pieces reflect on mankind's impact on the animal kingdom: a close-up look at the nascent fish-rights movement, the retirement of U.S. Air Force chimpanzees that once soared through space, and ongoing scientific efforts to defeat that most hardy enemy -- the cockroach. Each of these fifty-odd stories -- from the outlandish to the poignant -- exemplifies the superb feature writing that makes *The Wall Street Journal* one of America's best-written newspapers. This charming and utterly captivating collection will be a joy not only to animal lovers, but to all those who appreciate artful storytelling by writers who are obviously having a wonderful time spinning the tales.

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