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KEY=MISADVENTURES - HUERTA COLE

Disrupted

My Misadventure in the Start-Up Bubble

Hachette Books An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

The Everything Store

Jeff Bezos and the Age of Amazon

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

6 Secrets to Startup Success

How to Turn Your Entrepreneurial Passion into a Thriving Business

AMACOM Div American Mgmt Assn **It takes passion to start a new business. But that same entrepreneurial enthusiasm can also lead you astray. Over six million Americans start businesses every year. That's 11 startups a minute launched by passionate dreamers hoping to transform their lives for the better. But a huge gap exists between the skyrocketing levels of desire and what entrepreneurs actually achieve. The harsh reality is that most new businesses fail within a few years of launch. Why do so few startups make it? And what distinguishes those that do succeed? Entrepreneur, consultant, and investor John Bradberry set out to discover the answer and came to a surprising conclusion—that the passion that drives and energizes so many founders is also the very thing that leads many of them astray. Filled with compelling real-life stories of both success and failure, this groundbreaking book reveals the key principles entrepreneurs must follow to ensure their big idea is on the right track. In 6 Secrets to Startup Success, readers will learn how to: Convert their passion into economic value with a moneymaking business model → Improve their readiness to launch and lead a new venture → Manage funding and cash flows → Chart a path to breakeven and beyond → Avoid the pitfalls that often accompany unfettered passion → Build the stamina needed to persevere over time Complete with indispensable tools including an assessment to gauge a venture's strengths and weaknesses, 6 Secrets to Startup Success will help entrepreneurs everywhere turn their dreams into reality.**

In the Bubble

Designing in a Complex World

MIT Press **How to design a world in which we rely less on stuff, and more on people. We're filling up the world with technology and devices, but we've lost sight of an important question: What is this stuff for? What value does it add to our lives? So asks author John Thackara in his new book, In the Bubble: Designing for a Complex World. These are tough questions for the pushers of technology to answer. Our economic system is centered on technology, so it would be no small matter if "tech" ceased to be an end-in-itself in our daily lives. Technology is not going to go away, but the time to discuss the end it will serve is before we deploy it, not after. We need to ask what purpose will be served by the broadband communications, smart materials, wearable computing, and connected appliances that we're unleashing upon the world. We need to ask what impact all this stuff will have on our daily lives. Who will look after it, and how? In the Bubble is about a world based less on stuff and more on people. Thackara describes a transformation that is taking place now—not in a remote science fiction future; it's not about, as he puts it, "the schlock of the new" but about radical innovation already emerging in daily life. We are regaining respect for what people can do that technology can't. In the Bubble describes services designed to help people carry out daily activities in new ways. Many of these services involve technology—ranging from body implants to wide-bodied jets. But objects and systems play a supporting role in a people-centered world. The design focus is on services, not things. And new principles—above all, lightness—inform the way these services are designed and used. At the heart of In the Bubble is a belief, informed by a wealth of real-world examples, that ethics and responsibility can inform design decisions without impeding social and technical innovation.**

Lab Rats

How Silicon Valley Made Work Miserable for the Rest of Us

Hachette Books **"A fascinating, thought-provoking, hilarious, and sometimes harrowing account of current work culture."---Gretchen Rubin, #1 New York Times bestselling author of The Happiness Project Why do so many people hate their jobs? Lab Rats is a groundbreaking, examination of how the half-baked ideas of Silicon Valley and its "new oligarchs" have changed the way we work, damaged our brains, and left us poorer and insecure. After publishing Disrupted, his bestselling memoir of his disastrous experience working for a young tech company, Dan Lyons watched, astonished, as hundreds of readers wrote to him with their own harrowing stories of discrimination on the job, fear-mongering managers, and**

companies denigrating employees in pursuit of quick profit. The problems he had identified in the start-up world, Lyons realized, are infecting virtually every kind of job in America--at a time when companies are giving more lip service than ever about happy employees. What happened to work? Who is responsible? And does any company have a model for doing it right? As Lyons ventured across America in pursuit of answers, he came to identify "Four Factors," a series of ideas that have broken the social contract that once existed between companies and their employees. These new, often dystopian notions about work have made millions subject to constant change, dehumanizing technologies, and even health risks. A few companies, however, get it right. With *Lab Rats*, Lyons makes a passionate plea for business leaders to understand this dangerous transformation and offers a way out--"an approach to work and business that puts people first, profitably serves customers, and makes the world a little bit better in the process" (Tom Peters, New York Times bestselling author of *In Search of Excellence*).

Lab Rats

Why Modern Work Makes People Miserable

Personality tests. Team-building exercises. Forced Fun. Desktop surveillance. Open-plan offices. Acronyms. Diminishing job security. Hot desking. Pointless perks. Hackathons. If any of the above sound familiar, welcome to the modern economy. In this hilarious, but deadly serious book, bestselling author Dan Lyons looks at how the world of work has slowly morphed from one of unions and steady career progression to a dystopia made of bean bags and unpaid internships. And that's the 'good' jobs...With the same wit that made *Disrupted* an international bestseller, Lyons shows how the hypocrisy of Silicon Valley has now been exported globally to a job near you. Even low-grade employees are now expected to view their jobs with a cult-like fervour, despite diminishing prospects of promotion. From the gig economy to the new digital oligarchs, Lyons deliciously roasts the new work climate, while asking what can be done to recoup some sanity and dignity for the expanding class of middle-class serfs.

A Theory of Jerks and Other Philosophical Misadventures

MIT Press A collection of quirky, entertaining, and reader-friendly short pieces on philosophical topics that range from a theory of jerks to the ethics of ethicists. Have you ever wondered about why some people are jerks? Asked whether your driverless car should kill you so that others may live? Found a robot adorable? Considered the ethics of professional ethicists? Reflected on the philosophy of hair? In this engaging, entertaining, and enlightening book, Eric Schwitzgebel turns a philosopher's eye on these and other burning questions. In a series of quirky and accessible short pieces that cover a mind-boggling variety of philosophical topics, Schwitzgebel offers incisive takes on matters both small (the consciousness of garden snails) and large (time, space, and causation). A common theme might be the ragged edge of the human intellect, where moral or philosophical reflection begins to turn against itself, lost among doubts and improbable conclusions. The history of philosophy is humbling when we see how badly wrong previous thinkers have been, despite their intellectual skills and confidence. (See, for example, "Kant on Killing Bastards, Masturbation, Organ Donation, Homosexuality, Tyrants, Wives, and Servants.") Some of the texts resist thematic categorization—thoughts on the philosophical implications of dreidels, the diminishing offensiveness of the most profane profanity, and fatherly optimism—but are no less interesting. Schwitzgebel has selected these pieces from the more than one thousand that have appeared since 2006 in various publications and on his popular blog, *The Splintered Mind*, revising and updating them for this book. Philosophy has never been this much fun.

Hedgehogging

John Wiley & Sons Rare is the opportunity to chat with a legendary financial figure and hear the unvarnished truth about what really goes on behind the scenes. *Hedgehogging* represents just such an opportunity, allowing you to step inside the world of Wall Street with Barton Biggs as he discusses investing in general, hedge funds in particular, and how he has learned to find and profit from the best moneymaking opportunities in an eat-what-you-kill, cutthroat investment world.

Chaos Monkeys

Obscene Fortune and Random Failure in Silicon Valley

HarperCollins **The instant New York Times bestseller, now available in paperback and featuring a new afterword from the author—the insider's guide to the Facebook/Cambridge Analytica scandal, the inner workings of the tech world, and who really runs Silicon Valley** “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it such a great read.” — Andrew Ross Sorkin, New York Times Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services’ robustness—their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are society’s chaos monkeys. One of Silicon Valley’s most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook’s nascent advertising team. Forced out in the wake of an internal product war over the future of the company’s monetization strategy, García Martínez eventually landed at rival Twitter. In *Chaos Monkeys*, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future.

The Sense of Dissonance

Accounts of Worth in Economic Life

Princeton University Press **What counts? In work, as in other areas of life, it is not always clear what standards we are being judged by or how our worth is being determined. This can be disorienting and disconcerting. Because of this, many organizations devote considerable resources to limiting and clarifying the logics used for evaluating worth. But as David Stark argues, firms would often be better off, especially in managing change, if they allowed multiple logics of worth and did not necessarily discourage uncertainty. In fact, in many cases multiple orders of worth are unavoidable, so organizations and firms should learn to harness the benefits of such "heterarchy" rather than seeking to purge it. Stark makes this argument with ethnographic case studies of three companies attempting to cope with rapid change: a machine-tool company in late and postcommunist Hungary, a new-media startup in New York during and after the collapse of the Internet bubble, and a Wall Street investment bank whose trading room was destroyed on 9/11. In each case, the friction of competing criteria of worth promoted an organizational reflexivity that made it easier for the company to change and deal with market uncertainty. Drawing on John Dewey's notion that "perplexing situations" provide opportunities for innovative inquiry, Stark argues that the dissonance of diverse principles can lead to discovery.**

Maintenance Planning and Scheduling Handbook

McGraw Hill Professional **Many readers already regard the Maintenance Planning and Scheduling Handbook as the chief authority for establishing effective maintenance planning and scheduling in the real world. The second edition adds new sections and further develops many existing discussions to make the handbook more comprehensive and helpful. In addition to practical observations and tips on such topics as creating a weekly schedule, staging parts and tools, and daily scheduling, this second edition features a greatly expanded CMMS appendix which includes discussion of critical cautions for implementation, patches, major upgrades, testing, training, and interfaces with other company software. Readers will also find a timely appendix devoted to judging the potential benefits and risks of outsourcing plant work. A new appendix provides guidance on the "people side" of maintenance planning and work execution. The second edition also has added a detailed aids and barriers analysis that improves the appendix on setting up a planning group. The new edition also features "cause maps" illustrating problems with a priority systems and schedule compliance. These improvements and more continue to make the Maintenance Planning and Scheduling Handbook a maintenance classic.**

Class Clowns

How the Smartest Investors Lost Billions in Education

Columbia University Press **The past thirty years have seen dozens of otherwise successful investors try to improve education through the application of market principles. They have funneled billions of dollars into alternative schools, online education, and textbook publishing, and they have, with surprising regularity, lost their shirts. In *Class Clowns*, professor and investment banker Jonathan A. Knee dissects what drives investors' efforts to improve education and why they consistently fail. Knee takes readers inside four spectacular financial failures in education: Rupert Murdoch's billion-dollar effort to reshape elementary education through technology; the unhappy investors—including hedge fund titan John Paulson—who lost billions in textbook publisher Houghton Mifflin; the abandonment of Knowledge Universe, Michael Milken's twenty-year mission to revolutionize the global education industry; and a look at Chris Whittle, founder of EdisonLearning and a pioneer of large-scale transformational educational ventures, who continues to attract investment despite decades of financial and operational disappointment. Although deep belief in the curative powers of the market drove these initiatives, it was the investors' failure to appreciate market structure that doomed them. Knee asks: What makes a good education business? By contrasting rare successes, he finds a dozen broad lessons at the heart of these cautionary case studies. *Class Clowns* offers an important guide for public policy makers and guardrails for future investors, as well as an intelligent exposé for activists and teachers frustrated with the repeated underperformance of these attempts to shake up education.**

Homer Economicus

The Simpsons and Economics

Stanford University Press **In *Homer Economicus* a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family, this book provides readers with the economic tools and insights to guide them at work, at home, and at the ballot box. Since *The Simpsons* centers on the daily lives of the Simpson family and its colorful neighbors, three opening chapters focus on individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A third and final section discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in *The Simpsons*. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and culturally relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.**

Solomon's Knot

How Law Can End the Poverty of Nations

Princeton University Press **"Cooter and Schfer provide a thorough introduction to growth economics through the lens of law and economics. They do a masterful job of weaving in historical anecdotes from all over the world, detailed discussions of historical transformations, theoretical literature, empirical studies, and numerous clever hypotheticals. Scholars as well as general readers will find this book to be very useful and informative."--Henry N. Butler, George Mason University -- "This book distills and presents in a lucid and often even entertaining way the main insights and contributions of law and economics to meeting the challenges of growth for developing countries. Cooter and Schfer argue that market freedom is the key to growth, but that it needs to be sustained by the appropriate legal rules and institutions."--Robert Howse, coauthor of "The Regulation of International Trade."**

The Real Crash (Fully Revised and Updated)

America's Coming Bankruptcy - How to Save Yourself and Your Country

Macmillan Predicts a worse crash if key economic changes cannot be made, arguing that American consumer habits are at the heart of today's problems and recommends that the nation declare bankruptcy and rebuild broken systems from scratch.

Digital Objects, Digital Subjects

Interdisciplinary Perspectives on Capitalism, Labour and Politics in the Age of Big Data

University of Westminster Press This volume explores activism, research and critique in the age of digital subjects and objects and Big Data capitalism after a digital turn said to have radically transformed our political futures. Optimists assert that the 'digital' promises: new forms of community and ways of knowing and sensing, innovation, participatory culture, networked activism, and distributed democracy. Pessimists argue that digital technologies have extended domination via new forms of control, networked authoritarianism and exploitation, dehumanization and the surveillance society. Leading international scholars present varied interdisciplinary assessments of such claims - in theory and via dialogue - and of the digital's impact on society and the potentials, pitfalls, limits and ideologies, of digital activism. They reflect on whether computational social science, digital humanities and ubiquitous datafication lead to digital positivism that threatens critical research or lead to new horizons in theory and society. An electronic version of this book is freely available, thanks to the support of libraries working with Knowledge Unlatched. KU is a collaborative initiative designed to make high quality books Open Access for the public good. More information about the initiative and details about KU's Open Access programme can be found at www.knowledgeunlatched.org.

Cracked it!

How to solve big problems and sell solutions like top strategy consultants

Springer Solving complex problems and selling their solutions is critical for personal and organizational success. For most of us, however, it doesn't come naturally and we haven't been taught how to do it well. Research shows a host of pitfalls trips us up when we try: We're quick to believe we understand a situation and jump to a flawed solution. We seek to confirm our hypotheses and ignore conflicting evidence. We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes. And when we communicate our recommendations, we forget our reasoning isn't obvious to our audience. How can we do it better? In Cracked It!, seasoned strategy professors and consultants Bernard Garrette, Corey Phelps and Olivier Sibony present a rigorous and practical four-step approach to overcome these pitfalls. Building on tried-and-tested (but rarely revealed) methods of top strategy consultants, research in cognitive psychology, and the latest advances in design thinking, they provide a step-by-step process and toolkit that will help readers tackle any challenging business problem. Using compelling stories and detailed case examples, the authors guide readers through each step in the process: from how to state, structure and then solve problems to how to sell the solutions. Written in an engaging style by a trio of experts with decades of experience researching, teaching and consulting on complex business problems, this book will be an indispensable manual for anyone interested in creating value by helping their organizations crack the problems that matter most.

Tools of Titans

The Tactics, Routines, and Habits of Billionaires, Icons, and World-class Performers

Houghton Mifflin "Fitness, money, and wisdom--here are the tools. Over the last two years ... Tim Ferriss has collected the routines and tools of world-class performers around the globe. Now, the distilled notebook of tips and tricks that helped him double his income, flexibility, happiness, and more is available as Tools of Titans"--Page 4 of cover.

The Monsters of Education Technology

CreateSpace A collection of essays about education technology: its history and its ideologies and its monsters. These were originally delivered as lectures and keynotes during 2014, but have been edited and compiled for publication.

Proud to be Flesh

A Mute Magazine Anthology of Cultural Politics After the Net

Mute Publishing Ltd Dedicated to an analysis of culture and politics after the net, Mute magazine has, since its inception in 1994, consistently challenged the grandiose claims of the digital revolution. This anthology offers an expansive collection of some of Mute's finest articles and is thematically organised around key contemporary issues: Direct Democracy and its Demons; Net Art to Conceptual Art and Back; I, Cyborg - Reinventing the Human; of Commoners and Criminals; Organising Horizontally; Art and/against Business; Under the Net - City and Camp; Class and Immaterial Labour; The Open Work. The result is both an impressive overview and an invaluable sourcebook of contemporary culture in its widest sense

Achieving DevOps

A Novel About Delivering the Best of Agile, DevOps, and Microservices

Apress Ben is stuck. A development lead with a strong vision for how the intersection of development and operations at his office can be improved, he can't help but feel overwhelmed and discouraged by common problems such as slow turnaround time, rushed and ineffective handover documentation, mounting technical debt, and a lagging QA process. What steps should Ben take to build the momentum needed to create positive changes within his company? In this unique business novel by Dave Harrison and Knox Lively, two DevOps professionals with years of diverse experience in the industry, you follow Ben as he solves work frustrations in order to adopt Agile, DevOps, and microservices architectures for his organization. Achieving DevOps addresses the "Now what?" moment many DevOps professionals face on their journey. The story provides you with the knowledge you need to navigate the internal political waters, build management support, show measurable results, and bring DevOps successfully into your organization. Come away with practical lessons and timeless business concepts. You'll know how to effect change in a company from the bottom up, gain support, and instill a pattern of progressively building on success. Experience Ben's progress vicariously in Achieving DevOps and bridge the gap between inspiration and the implementation of your own DevOps practices. Who This Book Is For Those serving as change agents who are working to influence and move their organizations toward a DevOps approach to software development and deployment: those working to effect change from the bottom up such as development leads, QA leads, project managers, and individual developers; and IT directors, CTOs, and others at the top of an organization who are being asked to lend their support toward DevOps implementation efforts

Technocreep

The Surrender of Privacy and the Capitalization of Intimacy

[Greystone Books Ltd](#) Shares examples of online privacy violations brought about by the invasion of technology into people's everyday lives, and identifies some of the sinister consequences of technology's pervasiveness.

Troubleshooting and Maintaining Your PC All-in-One For Dummies

[John Wiley & Sons](#) Stop being a prisoner to your PC! Need a PC problem fixed in a pinch? Presto! *Troubleshooting & Maintaining Your PC All-in-One For Dummies* offers 5 books in 1 and takes the pain out of wading through those incomprehensible manuals, or waiting for a high-priced geek to show up days or weeks after you need them. Arming you with everything you need to get that pesky PC working for you ASAP, this handy guide walks you through all the steps to restoring whatever's making your PC go rogue —so you can get back to making it work for you. There's nothing worse than firing up your PC only to discover it's inexplicably unresponsive. With this guide, you'll gain all the skills and insight you need to need to bring it back to life —and to prevent it from ever leaving you in the lurch again. Find out what's behind common PC problems Solve email and web woes, both big and small Perform regular maintenance and get serious about backups Troubleshoot to find solutions to your issues and learn proper maintenance to head off future headaches! Your PC problems aren't as big as you think! Take matters into your own hands with the helpful instruction provided inside this book!

The Word Rhythm Dictionary

A Resource for Writers, Rappers, Poets, and Lyricists

[Scarecrow Press](#) This new kind of dictionary reflects the use of “rhythm rhymes” by rappers, poets, and songwriters of today. Users can look up words to find collections of words that have the same rhythm as the original and are useable in ways that are familiar to us in everything from vers libre poetry to the lyrics and music of Bob Dylan and hip hop groups.

#GIRLBOSS

[Penguin](#) In the *New York Times* bestseller that the *Washington Post* called “Lean In for misfits,” Sophia Amoruso shares how she went from dumpster diving to founding one of the fastest-growing retailers in the world. Amoruso spent her teens hitchhiking, committing petty theft, and scrounging in dumpsters for leftover bagels. By age twenty-two she had dropped out of school, and was broke, directionless, and checking IDs in the lobby of an art school—a job she’d taken for the health insurance. It was in that lobby that Sophia decided to start selling vintage clothes on eBay. Flash forward to today, and she’s the founder of Nasty Gal and the founder and CEO of Girlboss. Sophia was never a typical CEO, or a typical anything, and she’s written #GIRLBOSS for other girls like her: outsiders (and insiders) seeking a unique path to success, even when that path is windy as all hell and lined with naysayers. #GIRLBOSS proves that being successful isn’t about where you went to college or how popular you were in high school. It’s about trusting your instincts and following your gut; knowing which rules to follow and which to break; when to button up and when to let your freak flag fly. “A witty and cleverly told account . . . It’s this kind of honest advice, plus the humorous ups and downs of her rise in online retail, that make the book so appealing.” —*Los Angeles Times* “Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules.” —*Vanity Fair* “#GIRLBOSS is more than a book . . . #GIRLBOSS is a movement.” —Lena Dunham

Echoes in the Halls

An Unofficial History of the University of Alberta

University of Alberta From the research labs at the University to remote lakes in Alberta and the Northwest Territories, *Echoes in the Halls* tells us the stories about the antics, the hijinks and the adventures of professors at the University of Alberta. A must-read for history buffs and University Alumni. "With so many wonderful memories, of people, events and achievements over the years, it's no wonder that the University of Alberta Drama Department holds such a large place in my heart. And it's no wonder that I still come back for opening night." - Frank Bueckert "No matter what the setting, however, I always found it immensely satisfying to teach undergraduates. It was fun. It was hard work. And there was always something further to come." - Ralph Nursall

Testosterone Inc

Tales of CEOs Gone Wild

John Wiley & Sons In *Testosterone Inc.: Tales of CEOs Gone Wild*, bestselling author and New York Post columnist Chris Byron chronicles the Gatsby-like saga of the rise and fall of the celebrity CEO. During the height of the 1990s bull market, they were America's new heroes: the heroes of business. They were our bold new leaders, cutting the fat, pushing for productivity, implementing visionary plans, and making strategic deals. When the bull market turned to bust and the applause turned to cat-calls, the world was shocked at the truth. Drenched in money and public acclaim, our CEO-heroes—mostly white, mostly male, mostly middle-aged—turned out to be not much different than a group of twenty-something rock stars—drunk on power and driven by sex, greed, and glamour. *Testosterone Inc.* goes behind the boardroom doors to show the serial affairs and marriages of these acquisitive corporate titans. At the center of this story is Jack Welch, the biggest of America's rock star CEOs and the former head of General Electric Co., surrounded by "mini-me" CEOs Ron Perelman of Revlon, Al Dunlap of Sunbeam, and Dennis Kozlowski of Tyco—all gone wild in public displays of consumption and predatory appetites writ large. Byron gets inside the bars where Welch liked to hang out and pick up women with his early "business soul mate" buddies. Byron hovers unseen at the elbow of Ron Perelman and his mistress aboard the Concorde for a week in Paris in his mistaken belief that his wife knows nothing about his secret affair. Byron peeks behind the curtains of a U.S. Army officers' quarters to behold Al Dunlap horrifying his first wife, who claimed in her divorce action that Dunlap would point his knife at her and say, "I often wondered what human flesh tasted like." Byron becomes a fly on the wall to chronicle the longing for respect and serial womanizing of Dennis Kozlowski. Frequently hilarious, sometimes heartbreaking, *Testosterone Inc.* follows the intertwined lives of these four corporate heroes, from childhood to their ultimate moments of glory and the crash-and-burn calamities that followed, as man's age-old hunger for power, greed, and temptation undid them all. From suicide to murder, from dysfunctional childhoods to dysfunctional marriages in adulthood, from business chutzpah to financial suicide, here is the ultimate untold business story of our time: what went on at century's end, when testosterone got the best of businessmen everywhere, and CEOs went wild.

A Practical Guide to Corporate Finance

Breaking the Financial Ice

Springer This textbook offers an approachable guide to all key concepts within corporate finance. Emphasizing the use of common sense rather than number-crunching models, it provides a compact, easy to read experience for any reader, practitioners and students alike, whatever their background. *A Practical Guide to Corporate Finance* begins with the basics of how to read financial statements and how to estimate future cash flows. It also includes a guide to subjects such as capital budgeting decisions, the cost of financing for businesses, cash and working capital management, the process of business valuation, and how stock markets work. This textbook breaks the financial ice by offering real, practical

advice, helping the reader to avoid common pitfalls, and translate the 'financialese', or business jargon that can cause confusion for those without a financial or banking background. Every chapter features real-life applications, and is punctuated with mini case studies in the form of a 'Slice of Life' and numerous dialogues that help shape the comprehension of the reader.

Seattle and the Demons of Ambition

A Love Story

St. Martin's Press **Founded in 1851 as a four-cabin outpost named "New York Pretty-Soon," Seattle has long struggled with an identity crisis. From a nearly lawless port, to a sedate, conventional company town defined by Boeing Aircraft, to an accessible paradise for artists and recovering urbanites, Seattle repeatedly tried and failed to become bigger, wealthier, more like "major league" cities. In the late 1980s, Seattle's time suddenly arrived. Microsoft, Amazon, Starbucks, McCaw Cellular/AT&T Wireless, and dozens of local dot.com startups began to drive a booming national economy. Seattle became a city of instant millionaires and brand name shopping, skyscrapers and sports franchises-- the place everyone wanted to visit, topping lists of America's "most desirable" cities. But with such wealth came consequences: overdevelopment, paralyzing traffic, racial and class divisions, and a street population of teenagers discarded by the new culture, whose rage and disaffection fueled the rise of bands such as Nirvana. Striving to reach its ambitions, Seattle seemed to be losing the struggle for its soul. And when it hosted the 1999 World Trade Organization convention, the city's conflicted personalities clashed, as violent riots by residents and a coalition of protestors left the downtown decimated and the nation transfixed by the spectacle of globalization gone wrong. In Seattle and the Demons of Ambition, Fred Moody uses his own background as a native son, along with wide-ranging encounters with others, to trace the growing pains of the city he loves. Profiling Bill Gates and never-quite-champion football coach Chuck Knox, a pair of ambitious entrepreneurs and a homeless sculptor once profiled in the New Yorker, grunge music superstars and the preyed-upon children of the documentary "Streetwise," Moody offers a dramatic, entertaining, and insightful portrait of the city that defined economic and technological change in the America of the 1990s**

Managing the Testing Process

Practical Tools and Techniques for Managing Hardware and Software Testing

John Wiley & Sons **An updated edition of the best tips and tools to plan, build, and execute a structured test operation In this update of his bestselling book, Rex Black walks you through how to develop essential tools and apply them to your test project. He helps you master the basic tools, apply the techniques to manage your resources, and give each area just the right amount of attention so that you can successfully survive managing a test project! Offering a thorough review of the tools and resources you will need to manage both large and small projects for hardware and software, this book prepares you to adapt the concepts across a broad range of settings. Simple and effective, the tools comply with industry standards and bring you up to date with the best test management practices and tools of leading hardware and software vendors. Rex Black draws from his own numerous testing experiences-- including the bad ones, so you can learn from his mistakes-- to provide you with insightful tips in test project management. He explores such topics as: Dates, budgets, and quality-expectations versus reality Fitting the testing process into the overall development or maintenance process How to choose and when to use test engineers and technicians, contractors and consultants, and external test labs and vendors Setting up and using an effective and simple bug-tracking database Following the status of each test case The companion Web site contains fifty tools, templates, and case studies that will help you put these ideas into action--fast!**

Crash Proof

How to Profit From the Coming Economic Collapse

John Wiley & Sons The economic tipping point for the United States is no longer theoretical. It is a reality today. The country has gone from the world's largest creditor to its greatest debtor; the value of the dollar is sinking; domestic manufacturing is winding down - and these trends don't seem to be slowing. Peter Schiff casts a sharp, clear-sighted eye on these factors and explains what the possible effects may be and how investors can protect themselves. For more than a decade, Schiff has not only observed the U.S. economy, but also helped his clients reposition their portfolios to reflect his outlook. What he sees is a nation facing an economic storm brought on by growing federal, personal, and corporate debt, too-little savings, a declining dollar, and lack of domestic manufacturing. Crash-Proof is an informed and informative warning of a looming period marked by sizeable tax hikes, loss of retirement benefits, double digit inflation, even - as happened recently in Argentina - the possible collapse of the middle class. However, Schiff does have a survival plan that can provide the protection that readers will need in the coming years.

Billion Dollar Loser

The Epic Rise and Spectacular Fall of Adam Neumann and WeWork

Little, Brown A Wall Street Journal Business Bestseller: This "vivid" inside story of WeWork and its CEO tells the remarkable saga of one of the most audacious, and improbable, rises and falls in American business history (Ken Auletta). Christened a potential savior of Silicon Valley's startup culture, Adam Neumann was set to take WeWork, his office share company disrupting the commercial real estate market, public, cash out on the company's forty-seven billion dollar valuation, and break the string of major startups unable to deliver to shareholders. But as employees knew, and investors soon found out, WeWork's capital was built on promises that the company was more than a real estate purveyor, that in fact it was a transformational technology company. Veteran journalist Reeves Weideman dives deep into WeWork and its CEO's astronomical rise, from the marijuana and tequila-filled board rooms to cult-like company summer camps and consciousness-raising with Anthony Kiedis. Billion Dollar Loser is a character-driven business narrative that captures, through the fascinating psyche of a billionaire founder and his wife and co-founder, the slippery state of global capitalism. A Wall Street Journal Business Bestseller "Vivid, carefully reported drama that readers will gulp down as if it were a fast-paced novel" (Ken Auletta)

Beyond Liberal Democracy

Political Thinking for an East Asian Context

Princeton University Press Is liberal democracy appropriate for East Asia? In this provocative book, Daniel Bell argues for morally legitimate alternatives to Western-style liberal democracy in the region. Beyond Liberal Democracy, which continues the author's influential earlier work, is divided into three parts that correspond to the three main hallmarks of liberal democracy--human rights, democracy, and capitalism. These features have been modified substantially during their transmission to East Asian societies that have been shaped by nonliberal practices and values. Bell points to the dangers of implementing Western-style models and proposes alternative justifications and practices that may be more appropriate for East Asian societies. If human rights, democracy, and capitalism are to take root and produce beneficial outcomes in East Asia, Bell argues, they must be adjusted to contemporary East Asian political and economic realities and to the values of nonliberal East Asian political traditions such as Confucianism and Legalism. Local knowledge is therefore essential for realistic and morally informed contributions to debates on political reform in the region, as well as for mutual learning and enrichment of political theories. Beyond Liberal Democracy is indispensable reading for students and scholars of political theory, Asian studies, and human rights, as well as anyone concerned about China's political and economic future and how Western governments and organizations should engage with China.

Game Development Essentials

An Introduction

Delmar **GAME DEVELOPMENT ESSENTIALS: AN INTRODUCTION, International Edition** is an authoritative, industry-driven introduction to the world of game development, with updates that keep readers current and well-prepared for a successful career in the field. This book not only examines content creation and the concepts behind development, but it also give readers a background on the evolution of game development and how it has become what it is today. **GAME DEVELOPMENT ESSENTIALS** also includes chapters on project management, development team roles and responsibilities, development cycle, marketing, maintenance, and the future of game development. With the same engaging writing style and examples that made the first two editions so popular, this new edition features all the latest games and game technology. Coverage of new game-related technology, development techniques, and the latest research in the field make this an invaluable resource for anyone entering the exciting, competitive, ever-changing world of game development.

Strategic Brand Management

Become Habitually Successful

Notion Press This book is the result of 15 years' research in the science of success and personality development. It is a compact treatise written in a simple language in the form of short articles. In other words, it is an invaluable piece of writing that has been summarized into five sections to save the valuable time of the readers. This compilation of life lessons is the brainchild of JS Anandrahi who put his practical wisdom and knowledge into several easy-to-understand chapters. His personal philosophy permeates throughout this manuscript. As a founder of PEP TALK INDIA, he infused same dynamism and practicality into training as well. PEP TALK INDIA started a revolution under his inspirational leadership and has always endeavored to continue his legacy with a mission to transform lives of people through its unique brand of training. PEP TALK INDIA is proud to present this valuable artifact which has potential to bring new insights into the awareness of the readers. This amazing book will meet your need of a good guide and direct you towards a successful career and life. The purpose of the book is to help the aspirants to face the competition of the modern world and to live a healthy, successful and abundant life.

Tales From 2040

The Corporate Saviors of Humanity

Three short stories from a brighter future tell how the leaders of today could use capitalism to help solve some of the world's toughest problems... and make a fortune in the process.

The View Was Exhausting

Grand Central Publishing "A pure delight! Effortlessly cool, razor sharp, and crazy fun—I couldn't put it down."—Taylor Jenkins Reid, New York Times bestselling authors of *Daisy Jones & the Six* "The complex, Hollywood love story we've all been waiting for—I couldn't get enough."—Emily Henry, New York Times bestselling author of *Beach Read* Faking a love story is a whole lot easier than being in love . . . The world can see that international A-list actress Whitman ("Win") Tagore and jet-setting playboy Leo Milanowski are made for each other. Their kisses start Twitter trends and their fights break the internet. From red carpet appearances to Met Gala mishaps, their on-again, off-again romance has titillated the public and the press for almost a decade. But it's all a lie. As a woman of color, Win knows the Hollywood deck is stacked against her, so she's perfected the art of controlling her

public persona. Whenever she nears scandal, she calls in Leo, with his endearingly reckless attitude, for a staged date. Each public display of affection shifts the headlines back in Win's favor, and Leo uses the good press to draw attention away from his dysfunctional family. Pretending to be in a passionate romance is one thing, but Win knows that a real relationship would lead to nothing but trouble. So instead they settle for friendship, with a side of sky-rocketing chemistry. Except this time, on the French Riviera, something is off. A shocking secret in Leo's past sets Win's personal and professional lives on a catastrophic collision course. Behind the scenes of their yacht-trips and PDA, the world's favorite couple is at each other's throats. Now they must finally confront the many truths and lies of their relationship, and Win is forced to consider what is more important: a rising career, or a risky shot at real love? *The View Was Exhausting* is a funny, wickedly observant modern love story set against the backdrop of exotic locales and the realities of being a woman of color in a world run by men.

Past as Prologue

The National Academy of Education at 50 : Members Reflect

Macroeconomic Policy

Demystifying Monetary and Fiscal Policy

[Springer Science & Business Media](#) This is an applications-oriented text that demystifies the linkages between monetary and fiscal policies and key macroeconomic variables such as income, unemployment, inflation and interest rates. Specially written "newspaper" articles simulate current macroeconomic news on asset-price bubbles, exchange rates, hyperinflation and more. Exercises and diagrams, and a global perspective - incorporating both developed and emerging economies - make this a broadly useful, real-world oriented text on a complex and shifting subject.