

## 50 Business Classics: Your Shortcut To The Most Important Anecdotes On Innovation, Management, And Strategy (50 Classics)

The world is full of business ideas.But how do you know which the best ones are? And how do you find time to read them? 100 Business Tools for Success may be a little book, but it contains the very best business tools that have come from the very best business brains on the planet. Each is summarized over just two pages, so that you can quickly gain access to the insights which are driving the most successful people in all walks of life. A must for all business professionals...

Discover the proven classics of personal transformation and the books that have served as catalysts of change for millions.

Find out through landmark titles how creating wealth can lead to fulfilling your personal potential and gaining peace of mind.

What do great enterprises have in common? What sort of person starts them? A single idea can help you find the next big thing, but it takes time to filter through hundreds of business books to find inspiration. With insightful commentaries on the landmark writings of old and new, 50 Business Classics presents the great entrepreneur stories, the best management thinking and the proven ideas on strategy, innovation and marketing - in one volume. 50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business lessons from the rise of tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Warren Buffett, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in: · Entrepreneurship · Leadership · Management · Strategy · Business history · Personal development · Technology and innovation Summarizing the smartest thinking for today's professional success, 50 Business Classics provides inspiration and insights for entrepreneurs, executives and students of business and management alike.

Nabokov's Favorite Word Is Mauve
50 Philosophy Classics
50 Prosperity Classics
The Literature of Possibility
50 Self-Help Classics
50 Psychology Classics Second Edition

100 Business Tools for Success

Shortcut Your Startup
Managerial Accounting For Dummies
50th Anniversary Edition
All the management models that matter in 500 words or less
Disrupt!
What the Numbers Reveal About the Classics, Bestsellers, and Our Own Writing
The Snowball
What are you waiting for? Hardly anyone gets it right the first time, but many of us are crippled by indecision and fear of failure. The desire to get it right can inhibit us from getting started. In this book Rob Moore, the bestselling author of MONEY, shows that the quickest way to perfect is starting right now and improving as you go. This book will show you how to launch your business or idea, begin the next phase of your career, and overcome self-doubt - right away. Get perfect later, get started NOW.
Everyone wants to be rich, but do you know that there is a SCIENCE OF GETTING RICH. This book explains in simple steps how you can first ready yourself to earn more, without hassles or worries. From the simplest question of who all can actually get rich, to the small steps taken - like developing a will power, showing gratitude, getting into the right business - have been explained in detail, in everyday terms. Read on, and find out the secret behind changing your life and the way your earn.

What are our favorite authors' favorite words? Which bestselling writers uses the most clichés? How can we judge a book by its cover? Data meets literature in this playful and informative look at our favorite authors and their masterpieces. "A literary detective story: fast-paced, thought-provoking, and intriguing." —Brian Christian, coauthor of Algorithms to Live By There's a famous piece of writing advice—offered by Ernest Hemingway, Stephen King, and myriad writers in between—not to use -ly adverbs like "quickly" or "fitfully." It sounds like solid advice, but can we actually test it? If we were to count all the -ly adverbs these authors used in their careers, do they follow their own advice compared to other celebrated authors? What's more, do great books in general—the classics and the bestsellers—share this trait? In Nabokov's Favorite Word Is Mauve, statistician and journalist Ben Blatt brings big data to the literary canon, exploring the wealth of fun findings that remain hidden in the works of the world's greatest writers. He assembles a database of thousands of books and hundreds of millions of words, and starts asking the questions that have intrigued curious word nerds and book lovers for generations: What are our favorite authors' favorite words? Do men and women write differently? Are bestsellers getting dumber over time? Which bestselling writer uses the most clichés? What makes a great opening sentence? How can we judge a book by its cover? And which wriiterly advice is worth following or ignoring? Blatt draws upon existing analysis techniques and invents some of his own. All of his investigations and experiments are original, conducted himself, and no math knowledge is needed to understand the results. Blatt breaks his findings down

into lucid, humorous language and clear and compelling visuals. This eye-opening book will provide you with a new appreciation for your favorite authors and a fresh perspective on your own writing, illuminating both the patterns that hold great prose together and the brilliant flourishes that make it unforgettable.
Explore the key wisdom and figures of psychology's development over 50 books, hundreds of ideas, and a century of time.
The Short Cut
The Power of Thinking Long
Your shortcut to the most important ideas on innovation, management and strategy
You Are The Brand
50 Success Classics
50 Economics Classics
Science and Practice
Connect your organization to the Internet of Things with solid strategy and a proven implementation plan Building Internet of Things provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business can implement IoT today to realize tangible business advantages. The discussion delves into IoT from a business, strategy and organizational standpoint, and includes use-cases that illustrate the ripple effect that this latest disruption brings; you'll learn how to fashion a viable IoT plan that works with your organization's strategy and direction, and how to implement that strategy successfully by integrating IoT into your organization tomorrow. For business managers, the biggest question surrounding the Internet of Things is what to do with it. This book examines the way IoT is being used today—and will be used in the future—to help you craft a robust plan for your organization. Grasp the depth and breadth of the Internet of Things Create a secure IoT recipe that aligns with your company's strategy Capitalize on advances while avoiding disruption from others Leverage the technical, organizational, and social impact of IoT In the past five years, the Internet of Things has become the new frontier of technology that has everyone talking. It seems that almost every week a major vendor announces a new IoT strategy or division; is your company missing the boat? Learn where IoT fits into your organization, and how to turn disruption into profit with the expert guidance in Building the Internet of Things.

This brand new updated edition of Tom Butler-Bowdon's guide to the texts that will help you find success in your professional and personal life. Contains eight brand new chapters summarising recent classics such as Grit by Angela Duckworth and Outliers by Malcolm Gladwell. Millions of us are drawn each year to find the one great book that will capture our imagination and inspire us to chart a course to personal and professional fulfillment. 50 Success Classics is the first and only 'bite-sized' guide to the books that have helped legions of readers unleash their potential and discover the secrets of success. Mapping the road to prosperity, motivation, leadership and life success, 50 Success Classics summarizes each work's key ideas to make clear how these timeless insights and techniques can inform, inspire and illuminate a path to authentic achievement. Tom Butler-Bowden presents this wide-ranging selection of enduring works in the literary and the legendary: pioneering thinkers, philosophers and powerful leaders who have shown us how to Think and Grow Rich, acquire The 7 Habits of Highly Effective People, become The One-Minute Manager, solve the challenging puzzle of Who Moved My Cheese? and discover The Art of Wordly Wisdom. From the inspirational rags-to-riches stories of such entrepreneurs as Andrew Carnegie, Warren Buffet and Sam Walton to the leadership lessons of Sir Ernest Shackleton, Eleanor Roosevelt, Abraham Lincoln and Nelson Mandela, 50 Success Classics goes back to the basics to find the classic books on staying true to ourselves and fulfilling our potential. Practical yet philosophical, sensible yet stimulating, the 50 all-time classics span biography and business, psychology and ancient philosophy, exploring the rich and fertile ground of books that have helped millions of people achieve success in their work and personal lives.
Comped by Springwise, the global innovation discovery engine, Disrupt! explains and highlights the best, most disruptive and most useful innovation ideas of the 21st Century. The book shares which themes underpin their success and which ideas can best be used to drive creativity in your workplace, office or industry. Springwise has a huge online readership (700k page impressions a month, 31k FB followers, 62k Twitter followers) and an email database of 160k names) and a reputation as the number one engine for collating and sharing cutting edge business ideas. Dan Pink describes Springwise as: 'An amazing roundup of new business ideas and surprising business models from around the world'. Seth Godin says: 'Almost too good to share!' This attractively designed book draws on their vast archive and the expertise of their editorial team to create a practical, themed overview of contemporary innovation with simple, implementable strategies for bringing more creativity to your business or idea and more disruption to your industry. It is an indispensable handbook to modern innovation.
John Dewey's Democracy and Education addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, Democracy and Education is regarded as the seminal work on public education by one of the most important scholars of the century.

The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business

The Art of the Shortcut in Math and Life

Penguin and the Lane Brothers

50 Inspirational Books to Transform Your Life from Timeless Sages to Contemporary Gurus

The Science of Getting Rich

An Introduction to the Philosophy of Education, Building the Internet of Things

An intimate partnership of three brothers - Allen, Richard and John Lane - lay at the heart of Penguin Books, the twentieth century 's greatest publishing house. In a spirit of daring and creative opposition, the brothers issued quality books on a massive scale and at minuscule prices - and achieved a revolution in publishing. The Lane boys did their best thinking together in bathroom board meetings, where at least one director would always be 'mother naked'. They innovated in countless ways - in the early years, a church crypt served as their office and warehouse. Penguin was an unconventional upstart, bringing literary giants such as Agatha Christie, George Bernard Shaw, Virginia Woolf and Graham Greene to vast new audiences, and it seemed unstoppable. Yet the 1942 death of John Lane brought the roikta to a halt. Allen, the enthusiastic frontman who relied on his younger brothers to drive Penguin' s success, became more erratic and suspicious over time. Ultimately, he would force Richard out of the company he had cofounded and built. A portrait of a remarkable family and a publishing powerhouse, Penguin and the Lane Brothers also explores the little known story of Richard Lane - a hero and backbone of Penguin, and its strongest influence. Richard' s experiences as a youth in Australia shaped his character and outlook; his dedication to the business was matched only by his devotion to his brothers. Relying on unprecedented access to Lane family sources, including Richard' s diaries, Penguin and the Lane Brothers sheds new light on the relationship of Allen, Richard and John, so crucial as a driver of Penguin' s spirit and success. By turns hilarious and tragic, moving and insightful, this is a groundbreaking counter-history of an unlikely publishing triumph.

50 Business Classics>Your shortcut to the most important ideas on innovation, management and strategyNicholas Brealey

Yes, It' s Possible to Build a Business around Your Expertise, Ideas, Message, and Personality. But First You Need to Realize – YOU ARE THE BRAND. It' s no secret that more people than ever before are building thriving businesses around their personal brands. But why do some create six- or even seven-figure businesses while so many others strive to make a consistent income? Much of the personal brand space plays out in two ways. The first group of people sells a false version of themselves, thinking that image or perception alone will get them the results they seek. These folks don' t realize that attention isn' t owed, it' s earned. The flip side of presenting a false version of yourself is oversharing in the name of authenticity. They talk nonstop about their issues, sometimes revealing way more than what is even comfortable to read about. It' s as if these people are trying to sell their struggles, and it doesn' t work in the long run. Like a car wreck, these folks garner attention, but it' s short-lived. Here' s a simple question that can serve as a litmus

test for you: "Can I build a campfire around what I'm sharing?" Is there warmth? Are you building something that is attractive and inviting to others? Can you build a community around it? Are you someone whom others want to invite onto their stages, in front of their employees, or into their lives? In You Are the Brand, Mike Kim shares his proven 8-step blueprint that has helped build the brands for some of today's most influential thought leaders – as well as his own personal brand. In this practical and inspiring book, you will learn: How to identify and showcase your unique expertise How to gain clarity on your message, market, and business model Why the most effective marketing strategy is to simply tell the truth How-To-Preneur vs. Ideapreneur – Which one are you? The three kinds of personal stories that ensure you stand out in your market The simple "9-Box Grid" that shows you how to price your products and services How to cultivate "rocket ship relationships" that skyrocket your revenue, and influence

Explore politics through 50 classic books and influential writers who produced mind changing ideas and world changing political thought.

Defeat the Competition and Dominate the Market with the Masterful Strategies of Sun Tzu

Implement New Business Models, Disrupt Competitors, Transform Your Industry

Acres of Diamonds

50 Spiritual Classics

Mind-Changing, World-Changing Ideas from Fifty Landmark Books

How Retail Banks are Being Displaced, Diminished and Disintermediated by Tech Startups and what They Can Do to Survive

Explore the human condition through the great thinkers in psychology. This brand new edition of the bestselling 50 Psychology Classics includes new classics like Thinking, Fast and Slow; Quiet and The Marshmallow Test. In a journey spanning 50 books, hundreds of ideas and over a century, 50 Psychology Classics looks at some of the most intriguing questions relating to what motivates us, what makes us feel and act in certain ways, how our brains work, and how we create a sense of self. 50 Psychology Classics explores writings from some iconic figures such as Freud, Adler, Jung, Skinner, James, Piaget and Pavlov, but also highlights the work of contemporary thinkers such as Gardner, Gilbert, Goleman and Seligman. 50 Psychology Classics will further your understanding of human nature and yourself. For over 2000 years, philosophy has been our best guide to the experience of being human, and the true nature of reality. From Aristotle, Plato, Epicurus, Confucius, Cicero and Heraclitus in ancient times to 17th century rationalists Descartes, Leibniz and Spinoza, from 20th-century greats Jean-Paul Sartre, Jean Baudrillard and Simone de Beauvoir to contemporary thinkers Michael Sandel, Peter Singer and Slavoj Zizek, 50 Philosophy Classics explores key writings that have shaped the discipline and had an impact on the real world. Philosophy can no longer be confined to academia, and 50 Philosophy Classics shows how powerful it can be as a tool for opening our minds and helping us think. Whether you are fascinated or daunted by the big questions of how to think, how to be, how to act and how to see, this is the perfect introduction to some of humanity's greatest minds and their landmark books.

Thinking, Being, Acting Seeing - Profound Insights and Powerful Thinking from Fifty Key Books

Influence

50 Spiritual Classics Second Edition

Speed Up Success with Unconventional Advice from the Trenches

Start Now. Get Perfect Later