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*The dramatic, unlikely
story behind the founding
of Twitter, by New York
Times bestselling author
and Vanity Fair special
correspondent The San
Francisco-based technology*

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company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-

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have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the

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world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, Hatching Twitter takes readers behind the scenes of

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Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut

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practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster

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than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of

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*technology startups,
venture capital, and
Silicon Valley culture.
The expert guide to
building Ruby on Rails
applications Ruby on Rails
strips complexity from the*

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development process, enabling professional developers to focus on what matters most: delivering business value. Now, for the first time, there's a comprehensive,

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authoritative guide to building production-quality software with Rails. Pioneering Rails developer Obie Fernandez and a team of experts illuminate the entire

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Rails API, along with the Ruby idioms, design approaches, libraries, and plug-ins that make Rails so valuable. Drawing on their unsurpassed experience, they address

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the real challenges development teams face, showing how to use Rails' tools and best practices to maximize productivity and build polished applications users will

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enjoy. Using detailed code examples, Obie systematically covers Rails' key capabilities and subsystems. He presents advanced programming techniques,

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introduces open source libraries that facilitate easy Rails adoption, and offers important insights into testing and production deployment. Dive deep into the Rails

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*codebase together,
discovering why Rails
behaves as it does— and
how to make it behave the
way you want it to. This
book will help you
Increase your productivity*

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as a web developer Realize the overall joy of programming with Ruby on Rails Learn what's new in Rails 2.0 Drive design and protect long-term maintainability with

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TestUnit and RSpec
Understand and manage
complex program flow in
Rails controllers Leverage
Rails' support for
designing REST-compliant
APIs Master sophisticated

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*Rails routing concepts and
techniques Examine and
troubleshoot Rails routing
Make the most of
ActiveRecord object-
relational mapping Utilize
Ajax within your Rails*

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applications incorporate logins and authentication into your application
Extend Rails with the best third-party plug-ins and write your own
Integrate email services into your

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*applications with
ActionMailer Choose the
right Rails production
configurations Streamline
deployment with Capistrano
INSTANT NEW YORK TIMES
BESTSELLER "The best book*

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*about Silicon Valley
today.*"--*Los Angeles Times*
"Hysterical."--*Kara
Swisher, Recode Now in
paperback, Dan Lyons'*
*"hilarious and eye-
opening" (Business*

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Insider) bestseller about trying -- and failing -- to reinvent himself at age 50 at a software start-up populated by millennial co-workers and inept bosses. For twenty-five years Dan

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Lyons was a magazine writer--until one Friday morning when he received a phone call: Poof. His job no longer existed. Fifty years old and with a wife and two young kids, Dan

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was, in a word, screwed. Then an idea hit. He had long reported on the tech bonanza. Why not join it? HubSpot, flush with \$100 million in venture capital, offered Dan a

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pile of stock options.

What could go wrong? With a cast of characters that includes fad-chasing venture capitalists, "content farm" bloggers and sales bros, social

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climbers and sociopaths, Disrupted is "an eye-opening and gut-busting account of the maddening world of startup excess, hubris and groupthink" (Mashable) and "you

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couldn't have written a tastier ending, even for HBO" (Dwight Garner, New York Times). Mixed in with Lyons' "hilarious and terrifying" (Los Angeles Times) tale is a trenchant

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analysis of the start-up world, a de facto conspiracy between those who start companies and those who fund them, a world where bad ideas are rewarded with hefty

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investments, where companies blow money on lavish perks, where workers become disposable widgets, and ageism and other bias runs rampant. I am a maximalist ... I want

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*more of everything.' Tony
O'Reilly strode into the
twenty-first century an
Irishman apart. Strikingly
good-looking, athletically
gifted, irresistibly
charismatic and*

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phenomenally wealthy, he had everything any man could want. For many, he was a hero, the living embodiment of Irish potential; for others, he was an arrogant and

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overbearing presence at the heart of power.

Without doubt, he was the most powerful unelected Irishman of the past 50 years. His philosophy was simple: 'I am a maximalist

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... I want more of everything.' But it was never enough. And today, O'Reilly's empire and the formidable reputation it established lie in tatters. In this landmark

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biography, Matt Cooper draws on an abundance of new material, including interviews with many of O'Reilly's closest family, friends, associates and rivals, to uncover the man

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behind the myth. An Irish epic, it documents in unflinching detail and with great subtlety the meteoric rise and slow unravelling of an Irish icon.

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The Respectful Leader

The Know-It-Alls

Seven Ways to Influence

Without Intimidation

A Novel

Riding High in April

Ready, Fire, Aim

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**Zero to \$100 Million in No
Time Flat**

*Disrupted My Misadventure
in the Start-Up*

Bubble Hachette Books

*Dan Lyons was Technology
Editor at Newsweek*

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Magazine for years, a magazine writer at the top of his profession. One Friday morning he received a phone call: his job no longer existed. Fifty years old and with a wife

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and two young kids, Dan was unemployed and facing financial oblivion. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot,

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a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the nebulous role of "marketing fellow." What

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could possibly go wrong? What follows is a hilarious and excoriating account of Dan's time at the start-up and a revealing window onto the dysfunctional culture that

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prevails in a world flush with cash and devoid of experience. Filled with stories of meaningless jargon, teddy bears at meetings, push-up competitions and all-night

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parties, this uproarious tale is also a trenchant analysis of the dysfunctional start-up world, a de facto conspiracy between those who start companies and

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those who fund them. It is a world where bad ideas are rewarded with hefty investments, where companies blow money lavishing perks on their post-collegiate

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workforces, and where everybody is trying to hang on just long enough to cash out with a fortune.

You've heard the stories about the dark side of the

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*internet--hackers,
#gamergate, anonymous mobs
attacking an unlucky
victim, and revenge
porn--but they remain just
that: stories. Surely
these things would never*

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happen to you. Zoe Quinn used to feel the same way. She is a video game developer whose ex-boyfriend published a crazed blog post cobbled together from private

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information, half-truths, and outright fictions, along with a rallying cry to the online hordes to go after her. They answered in the form of a so-called movement known as

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#gamergate--they hacked her accounts; stole nude photos of her; harassed her family, friends, and colleagues; and threatened to rape and murder her. But instead of shrinking

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into silence as the online mobs wanted her to, she raised her voice and spoke out against this vicious online culture and for making the internet a safer place for everyone.

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In the years since #gamergate, Quinn has helped thousands of people with her advocacy and online-abuse crisis resource Crash Override Network. From locking down

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victims' personal accounts to working with tech companies and lawmakers to inform policy, she has firsthand knowledge about every angle of online abuse, what powerful

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institutions are (and aren't) doing about it, and how we can protect our digital spaces and selves. Crash Override offers an up-close look inside the controversy, threats, and

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social and cultural battles that started in the far corners of the internet and have since permeated our online lives. Through her story--as target and as

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activist--Quinn provides a human look at the ways the internet impacts our lives and culture, along with practical advice for keeping yourself and others safe online.

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The Corvette was America's first--and sometimes only--sports car, and an instant classic from its very first appearance. This is its story, from the trailblazers of 1953

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to the sexy Sting Rays of the 60s and 70s to today's gorgeous, powerful C5.

Detailed entries on every model that rolled off the assembly line, and a few that never did, and more

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than 200 color images make this a volume for car lovers to savor. See the very first 'Vette, a car ahead of its time, with its fiberglass body, sporty roadster

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configuration, and subtle fins. Pore through pictures of each succeeding model as Chevrolet continued to break new ground. Find out how the designers worked

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out the kinks that hampered the success of the first generation Corvette, and ultimately turned it into a high-performance ride with street appeal. A true

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*celebration of an American
masterpiece.*

*The Rails Way
microDomination*

Unix in a Nutshell

*Ludicrous Misadventures in
the Tech Start-up Bubble*

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Brotopia

The Maximalist

Lab Rats

Practical advice from some of today's top early stage investors and entrepreneurs TechStars is a mentorship-driven startup

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accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and

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investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. Do More Faster: TechStars Lessons to Accelerate Your Startup

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is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical

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insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance

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Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies While you'll ultimately

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have to make your own decisions about what's right for your business, Do More Faster: TechStars Lessons to Accelerate Your Startup can get your entrepreneurial endeavor headed in the right direction.

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Tech entrepreneurs, make your startup dreams come true by utilizing this invaluable, founder-to-founder guide to successfully navigating all phases of the tech startup journey. With the advent of the internet, mobile computing,

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and now AI/Machine learning and cloud computing, the number of new startups has accelerated over the last decade across tech centers in Silicon Valley, Israel, India, and China. From Startup to Exit shares the knowledge that pioneering,

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serial entrepreneur Shirish Nadkarni has gained from over two decades of success, detailing the practical aspects of startup formation from founding, funding, management, and finding an exit. With successful tech entrepreneurs

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interviewed and featured throughout, From Startup to Exit will help you: Understand exactly what tech startups must do to succeed in all phases, from idea stage to IPO. Gain invaluable insights from the journeys of other

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successful tech founders that can be applied to your own situation. Learn how to raise millions of dollars of funding from angels and VCs to give your company the fuel it needs to take off and succeed. This is a Summary of Dan Lyons'

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Instant NEW YORK TIMES
BESTSELLER Disrupted: My
Misadventure in the Start-Up
Bubble For twenty-five years Dan
Lyons was a magazine writer at the
top of his profession--until one
Friday morning when he received

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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

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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

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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

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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

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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,

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sitting at his desk on his bouncy-ball "chair." Mixed in with Lyons's uproarious tale of his rise and fall at Hubspot is a trenchant analysis of the start-up world, a de facto conspiracy between those who start companies and those who

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fund them, a world where bad ideas are rewarded with hefty investments, where companies blow money lavishing perks on their post-collegiate workforces, and where everybody is trying to hang on just long enough to reach

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an IPO and cash out. With a cast of characters that includes devilish angel investors, fad-chasing venture capitalists, entrepreneurs and "wantrapreneurs," bloggers and brogrammers, social climbers and sociopaths, Disrupted is a

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gripping and definitive account of life in the (second) tech bubble. Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour all 272

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pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This summary is not intended to be used without reference to the original book.
"Building Successful Partner

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Channels" is a book laying out the roadmap for achieving global market leadership through independent channel partners in the software industry. When Microsoft acquired Navision in 2002 there is no doubt that the

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price they paid was heavily influenced by the value of our channel partner eco-system. I can think of no one better suited than Hans Peter to write a book with the title Building Successful Partner Channels. Preben

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Damgaard, Co-founder and CEO of Navision Predictable growth and market leadership through independent channel partners are on every software industry CEO and sales executives' mind. However, it is rarely achieved. With

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"Building Successful Partner Channels" Hans Peter Bech provides a great tactical approach toward reaching this goal. Torulf Nilsson, Product Executive, Visma Retail, Oslo, Norway Hans Peter Bech has been at the forefront

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developing indirect channels in the software industry for more than three decades and his track record is impressive. I'd highly recommend this book to anyone searching for the route to global market leadership in the software

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industry. Yusuf Soner, School of Management at the Sabanci University, Istanbul, Turkey Building Successful Partner Channels provides a powerful, practical approach to building a strong network of independent

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channel partners, so as to optimize sales and marketing activities. The book helps senior sales and marketing executives understand how to work in concert to achieve global market leadership through the indirect-channel approach.

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Toke Kruse, Founder and CEO at
Billy, San Francisco, USA

The Art of Startups

Learning Leadership

Short Stories on Life's

Relationships

How to Be a Drug Dealer

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A Desktop Quick Reference -
Covers GNU/Linux, Mac OS X, and
Solaris

Leo Fender, Les Paul, and the
Guitar-Pioneering Rivalry That
Shaped Rock 'n' Roll

Getting the Most Out of Your

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Board of Directors

A detailed and humorous account of the various disastrous money schemes and entrepreneurial pursuits of Mark Twain, who was noted for his spectacularly bad financial decisions during the Gilded Age
"An impassioned, funny, probing, fiercely inconclusive, nearly-to-the-death debate,

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about life and art-cocktails included.

Caleb Powell always wanted to become an artist, but he overcommitted to life (he's a stay-at-home dad to three young girls).

David Shields always wanted to become a human being, but he has overcommitted to art. At antipodes since first meeting twenty-five years ago, they headed to a cabin in

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the Cascade Mountains and threw down. The focus? Life vs. Art. Over the next four days they played chess, shot hoops, hiked, relaxed in a hot tub, watched My Dinner with Andre, Sideways, The Trip, and talked about everything they could think of- genocide, marriage, sex, Toni Morrison, sports, porn, the death penalty, baldness,

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evil, James Wood, happiness, sports radio, George Bush, drugs, death, betrayal, alcohol, Rupert Murdoch, Judaism, bad book titles-in the name of exploring their central question. While confounding, as much as possible, the divisions between "reality" and "fiction" and between "life" and "art," their dialogue remains

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dazzlingly provocative and entertaining from start to finish"--

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.

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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

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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

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new work climate, while asking what can be done to recoup some sanity and dignity for the expanding class of middle-class serfs.

The author of the breakout hit "Here Comes Everybody" reveals how new technology is changing us from consumers to collaborators, unleashing a torrent of

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creative production that will transform our world.

Small Giants

A Painfully Honest Field Guide to the Startup World

The Birth of Loud

The Financial Misadventures of Mark Twain

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An American Classic

The Power and Politics of Big Tech and What It Means for Our Future

How Gamergate (Nearly) Destroyed My Life, and How We Can Win the Fight Against Online Hate

"A fascinating, thought-

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***provoking, hilarious, and
sometimes harrowing
account of current work
culture." ---Gretchen
Rubin, #1 New York Times
bestselling author of The
Happiness Project Why***

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***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***

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***changed the way we
work, damaged our
brains, and left us poorer
and insecure. After
publishing Disrupted, his
bestselling memoir of his
disastrous experience***

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***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,***

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***fear-mongering
managers, and
companies denigrating
employees in pursuit of
quick profit. The
problems he had
identified in the start-up***

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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

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***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***

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identify "Four Factors," a series of ideas that have broken the social contract that once existed between companies and their employees. These new,

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***often dystopian notions
about work have made
millions subject to
constant change,
dehumanizing
technologies, and even
health risks. A few***

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***companies, however, get
it right. With Lab Rats,
Lyons makes a
passionate plea for
business leaders to
understand this
dangerous***

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***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***

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better in the process"
***(Tom Peters, New York
Times bestselling author
of In Search of
Excellence).***
***Named a Best Book of the
Year by Esquire Winner of***

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***the 800-CEO-READ
Business Book Award in
Current Events and Public
Affairs In an era when
faith in government and
its institutions is quickly
eroding, the businesses***

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***of Silicon Valley are
stepping in to fill the gap.
With outsize supplies of
cash, talent, and
ambition, a small group
of corporations have
been gradually seizing***

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***leadership—and
consumer
confidence—around the
world. In Silicon States,
renowned futurist and
celebrated international
think-tank leader Lucie***

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Greene offers an unparalleled look at the players, promises, and potential problems of Big Tech. Through interviews with corporate leaders, influential venture

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***capitalists, scholars,
journalists, activists, and
more, Greene explores
the tension inherent in
Silicon Valley's global
influence. If these
companies can invent a***

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***social network, how
might they soon
transform our political
and health-care systems?
If they can revolutionize
the cell phone, what
might they do for space***

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***travel, education, or the
housing market? As
Silicon Valley faces
increased scrutiny over
its mistreatment of
women, cultural
shortcomings, and its***

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***role in widespread
Russian election
interference, we are
learning where its
interests truly lie, and
about the great power
these companies wield***

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***over an unsuspecting
citizenry. While the
promise of technology is
seductive, it is important
to understand these
corporations' possible
impacts on our political***

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***and socioeconomic
institutions. Greene
emphasizes that before
we hand our future over
to a rarefied group of
companies, we should
examine the world they***

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***might build and confront
its benefits, prejudices,
and inherent flaws.***

***Silicon States pushes us
to ask if, ultimately, this
is the future we really
want.***

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***Uncover the
extraordinary leader in
you with straightforward
exercises and advice from
two of the world's
foremost leadership
experts From the***

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***bestselling authors of
The Leadership Challenge
and over a dozen award-
winning leadership books
comes a new book that
examines a question of
fundamental importance:***

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***How do people learn to
become leaders?***

***Learning Leadership: The
Five Fundamentals of
Becoming an Exemplary
Leader is a
comprehensive guide to***

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***unleashing the inner
leader in us all and to
building a solid
foundation for a lifetime
of leadership growth and
mastery. The book offers
a concrete framework to***

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help individuals of all levels, functions, and backgrounds take charge of their own leadership development and become the best leaders they can be. Arguing that all

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***individuals are born with
the capacity to lead,
bestselling authors
Kouzes and Posner
provide readers with a
practical series of actions
and specific coaching tips***

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***for harnessing that
capacity and creating a
context in which they can
excel. Supported by over
30 years of research,
from over seventy
countries, and with***

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***examples from real-world
leaders, Learning
Leadership is a clarion
call to unleash the
leadership potential that
is already present in
society today. Learning***

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Leadership provides readers with evidence-based strategies to ignite the habit of continuous improvement and the mindset of becoming the best leaders they can be.

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***Emerging leaders, as well
as leadership developers,
internal and external
coaches and trainers, and
other human resource
professionals will learn
from first-hand stories***

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***and practical examples so
that they can deeply
understand and apply the
fundamentals for
becoming the best
leaders they can be.
Learning Leadership: The***

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***Five Fundamentals of
Becoming an Exemplary
Leader is divided into
digestible bite-sized
chapters that encourage
daily actions to becoming
a better leader. Key***

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***takeaways from the book
include: Believe in
Yourself. Believing in
oneself is the essential
first step in developing
leadership competencies.
The best leaders are***

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***learners, and they can't
achieve mastery until and
unless they truly decide
that inside them there is
a person who can make
and difference and learn
to be a better leader than***

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***they are right now.
Aspire to Excel. To
become an exemplary
leader, people must
determine what they care
most about and why they
want to lead. Leaders***

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***with values-based
motivations are the most
likely to excel. They also
must have a clear image
of the kind of leader they
want to be in the
future—and the legacy***

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***they want to leave for
others. Challenge
Yourself. Challenging
oneself is critical to
learning leadership.
Leaders must seek new
experiences and test***

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***themselves. There will be
inevitable setbacks and
failures along the way
that require curiosity,
grit, courage, and
resilience to persist in
learning and becoming***

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***the best. Engage
Support. One can't lead
alone, and one can't
learn alone. It is essential
to get support and
coaching on the path to
achieving excellence.***

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***Whether it's family,
managers at work, or
professional coaches,
leaders need the advice,
feedback, care, and
support of others.
Practice Deliberately. No***

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***one gets better at
anything without
continuous practice.
Exemplary leaders spend
more time practicing than
ordinary leaders. Simply
being in the role of a***

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***leader is insufficient. To
achieve mastery, leaders
must set improvement
goals, participate in
designed learning
experiences, ask for
feedback, and get***

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***coaching. They also put
in the time every day and
make learning leadership
a daily habit. Kouzes and
Posner offer unrivaled
insights into what it
means to become an***

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***exemplary leader in
today's world with their
original research and
over 30 years of
experience studying the
practices of extraordinary
leadership. They show***

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***that anyone can become
a better leader if they
believe in themselves,
aspire to excel, challenge
themselves to grow,
engage the support of
others, and practice***

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***deliberately. Learning
Leadership challenges
readers to do the
meaningful and
disciplined work
necessary to becoming
the best they can, using a***

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***new mindset and toolkit
that can make
extraordinary things
happen. It's not the once-
in-a-while
transformational acts
that demonstrate***

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leadership. It's the little things that one does day in and day out that pave the path to greatness. Featured in POPSUGAR "Best Books of 2021" * SheReads "Best Book

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***Club Picks of Fall" *
Women.com * Brit & Co.
"Fifteen New Books to
Read on your Summer
Vacation" Inside the
rising tech microcosms of
Seoul, Singapore, Japan,***

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***and India, far from the
mendacity of Silicon
Valley, a serial tech
entrepreneur pursues a
last-ditch attempt to
build something great:
COMPASS, an open-***

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**source network platform
that Microsoft has
labeled “reckless.” At
stake are his reputation,
his dwindling bank
account, and his fifteen-
year relationship with the**

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***only woman he's ever
loved—a woman in the
midst of reckoning with
who she is and what
really matters to her in
the face of the narcissism
and destructiveness of***

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***the technology world.
She shows up in Seoul in
a big, bold move to be
with him—only to find
that living in Asia
reshapes her in
intangible, unexpected***

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***ways. Taut and richly
layered, Riding High in
April is a powerful
evocation of our
contemporary tech
moment, a revealing
exploration of resilience***

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***and the pursuit of
something unattainable,
and a moving story of
love, friendship, and
letting go.***

***The Rise and Fall of Tony
O'Reilly***

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***The Secret Life of Steve
Jobs***

Fearless and Free

***An Insider's Guide to
Launching and Scaling
Your Tech Business***

Why Modern Work Makes

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People Miserable

***My Misadventure in the
Start-Up Bubble***

How Not to Get Rich

***“A hot-rod joy ride
through mid-20th-century
American history” (The***

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***New York Times Book
Review), this one-of-a-
kind narrative
masterfully recreates
the rivalry between the
two men who innovated
the electric guitar's***

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***amplified sound—Leo
Fender and Les Paul—and
their intense
competition to convince
rock stars like the
Beatles, Jimi Hendrix,
and Eric Clapton to play***

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*the instruments they
built. In the years
after World War II,
music was evolving from
big-band jazz into rock
'n' roll—and these
louder styles demanded*

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*revolutionary
instruments. When Leo
Fender's tiny firm
marketed the first solid-
body electric guitar,
the Esquire, musicians
immediately saw its*

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***appeal. Not to be out-
maneuvered, Gibson, the
largest guitar
manufacturer, raced to
build a competitive
product. The company
designed an "axe" that***

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*would make Fender's
Esquire look cheap and
convinced Les Paul—whose
endorsement Leo Fender
had sought—to put his
name on it. Thus was
born the guitar world's*

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*most heated rivalry:
Gibson versus Fender,
Les versus Leo. While
Fender was a quiet, half-
blind, self-taught radio
repairman, Paul was a
brilliant but headstrong*

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*pop star and guitarist
who spent years toying
with new musical
technologies. Their
contest turned into an
arms race as the most
inventive musicians of*

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*the 1950s and
1960s—including bluesman
Muddy Waters, rocker
Buddy Holly, the
Beatles, Bob Dylan, and
Eric Clapton—adopted one
maker's guitar or*

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***another. By 1969 it was
clear that these new
electric instruments had
launched music into a
radical new age,
empowering artists with
a vibrancy and volume***

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***never before attainable.
In “an excellent dual
portrait” (The Wall
Street Journal), Ian S.
Port tells the full
story in The Birth of
Loud, offering “spot-on***

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***human characterizations,
and erotic paeans to the
bodies of guitars” (The
Atlantic). “The story of
these instruments is the
story of America in the
postwar era: loud,***

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**cocky, brash,
aggressively new” (The
Washington Post).**

**Included in
Backchannel’s
(WIRED.com) “Top Tech
Books of 2017” An**

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***“important” book on the
“pervasive influence of
Silicon Valley on our
economy, culture and
politics.” –New York
Times How the titans of
tech's embrace of***

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***economic disruption and
a rampant libertarian
ideology is fracturing
America and making it a
meaner place In The Know-
It-Alls former New York
Times technology***

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*columnist Noam Cohen
chronicles the rise of
Silicon Valley as a
political and
intellectual force in
American life. Beginning
nearly a century ago and*

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*showcasing the role of
Stanford University as
the incubator of this
new class of super
geeks, Cohen shows how
smart guys like Jeff
Bezos, Peter Thiel,*

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*Sergey Brin, Larry Page,
and Mark Zuckerberg fell
in love with a radically
individualistic ideal
and then mainstreamed
it. With these very rich
men leading the way,*

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***unions, libraries,
public schools, common
courtesy, and even
government itself have
been pushed aside to
make way for supposedly
efficient market-based***

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***encounters via the
Internet. Donald Trump's
election victory was an
inadvertent triumph of
the "disruption" that
Silicon Valley has been
pushing: Facebook and***

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Twitter, eager to entertain their users, turned a blind eye to the fake news and the hateful ideas proliferating there. The Rust Belt states that

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***shifted to Trump are the
ones being left behind
by a "meritocratic"
Silicon Valley ideology
that promotes an economy
where, in the words of
LinkedIn founder Reid***

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***Hoffman, each of us is
our own start-up. A
society that belittles
civility, empathy, and
collaboration can easily
be led astray. The Know-
It-Alls explains how***

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***these self-proclaimed
geniuses failed this
most important test of
democracy.***

***A memoir of life inside
the tech bubble by a
writer and co-producer***

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*for "Silicon Valley"
describes how, after
losing his magazine
writing job, he took a
position with a tech
company rife with
cultish millennials,*

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***absent bosses, and
venture-capital
amenities.***

***“A powerful illustration
of the obstacles our
society continues to
throw up in the paths of***

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ambitious young women.”

–The New York Times Book Review “Important . . .

empowering.” –Gayle

King, CBS This Morning

“That [Fowler] became a whistle-blower and a

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***pioneer of a social
movement almost seems
inevitable once you get
to know her. Uber should
have seen her coming.”***

***–San Francisco Chronicle
Named a Best Book of***

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***2020 by NPR Susan Fowler
was just twenty-five
years old when her blog
post describing the
sexual harassment and
retaliation she'd
experienced at Uber***

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riveted the nation. Her post would eventually lead to the ousting of Uber's powerful CEO, but its ripples extended far beyond that, as her courageous choice to

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*attach her name to the
post inspired other
women to speak publicly
about their experiences.
In the year that
followed, an
unprecedented number of*

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*women came forward, and
Fowler was recognized by
Time as one of the
"Silence Breakers" who
ignited the #MeToo
movement. Here, she
shares her full story: a*

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*story of extraordinary
determination and
resilience that reveals
what it takes--and what
it means--to be a
whistleblower. Long
before she arrived at*

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***Uber, Fowler's life had
been defined by her
refusal to accept her
circumstances. She
propelled herself from
an impoverished
childhood with little***

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formal education to the Ivy League, and then to a coveted position at one of the most valuable companies in the history of Silicon Valley. Each time she was mistreated,

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***she fought back or found
a way to reinvent
herself; all she wanted
was the opportunity to
define her own dreams
and work to achieve
them. But when she***

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***discovered Uber's
pervasive culture of
sexism, racism,
harassment, and abuse,
and that the company
would do nothing about
it, she knew she had to***

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***Speak out—no matter what
it cost her.***

***Whistleblower takes us
deep inside this
shockingly toxic
workplace and reveals
new details about the***

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***aftermath of the blog
post, in which Fowler
was investigated and
followed, hacked and
threatened, to the point
that she feared for her
life. But even as it***

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*illuminates how the deck
is stacked in favor of
the status quo, Fowler's
story serves as a
crucial reminder that we
can take our power back.
Both moving personal*

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***narrative and rallying
cry, Whistleblower urges
us to be the heroes of
our own stories, and to
keep fighting for a more
just and equitable
world.***

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Options

Building Successful

Partner Channels

A Quarrel

Disrupted

In the Software Industry

Breaking Up the Boys'

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***Club of Silicon Valley
Techstars Lessons to
Accelerate Your Startup***

*Are you tired of working all
day and night without having
anything to show for it?*

Would you like to be able to

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afford a vacation, or just be your own boss? This book will do just that by teaching you How to be a Drug Dealer! Are you already a drug dealer, but want to expand your business? Look no further than this book to

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help you increase your profits and grow your empire!

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best

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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

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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.

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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,

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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

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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

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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

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"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

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on his bouncy-ball "chair."
Joey Held's debut short story collection Kind, But Kind of Weird dissects the relationships among the awkward and the offbeat, the coworkers and the cohabitants, the people

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waiting in the longest bathroom line at parties, and the passive-aggressive passersby. In these anything-but-ordinary tales, take a ride with a failing GPS, which leads its lost passengers a bit too close

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to home . . . Tune in to the world of the one-hit wonder, trying to reclaim his former glory . . . Join an unwilling volunteer onstage as a magician performs the biggest trick yet . . . Sometimes humbling,

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sometimes hilarious, and always truthful, Joey Held's stories shine a light on the quirky, the eccentric, and all-too-realistic landscape that colors the relationships we have with one another, and with

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ourselves.
New York Times bestselling author Dan Lyons exposes how the "new oligarchs" of Silicon Valley have turned technology into a tool for oppressing workers in this "passionate" (Kirkus) and

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"darkly funny" (Publishers Weekly) examination of workplace culture. At a time of soaring corporate profits and plenty of HR lip service about "wellness," millions of workers--in virtually every industry--are deeply

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unhappy. Why did work become so miserable? Who is responsible? And does any company have a model for doing it right? For two years, Lyons ventured in search of answers. From the innovation-crazed

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headquarters of the Ford Motor Company in Detroit, to a cult-like "Holocracy" workshop in San Francisco, and to corporate trainers who specialize in ... Legos, Lyons immersed himself in the often half-baked and

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frequently lucrative world of what passes for management science today. He shows how new tools, workplace practices, and business models championed by tech's empathy-impaired power brokers have shattered

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the social contract that once existed between companies and their employees. These dystopian beliefs--often masked by pithy slogans like "We're a Team, Not a Family"--have dire consequences: millions

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of workers who are subject to constant change, dehumanizing technologies--even health risks. A few companies, however, get it right. With Lab Rats, Lyons makes a passionate plea for business

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leaders to understand this dangerous transformation, showing how profit and happy employees can indeed coexist.

How to Beat Larger Companies Using Machiavellis War Strategies

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Do More Faster

Cognitive Surplus

Kind, But Kind of Weird

My Unlikely Journey to

Silicon Valley and Speaking

Out Against Injustice

What to Do when Its Your

Turn (and Its Always Your

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Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition

Rand Fishkin, the founder and former CEO of Moz, reveals how

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traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog

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readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies

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the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went

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badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one

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of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a

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mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup

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life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking

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may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes

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with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage

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startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you

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feel less alone for
having them.

Instant National
Bestseller A PBS
NewsHour-New York Times
Book Club Pick!

"Excellent." --San

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Francisco Chronicle

"Brotopia is more than a business book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia

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(or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For women in

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tech, Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops, where millions of dollars grow on trees. It's a

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"Brotopia," where men hold all the cards and make all the rules. Vastly outnumbered, women face toxic workplaces rife with discrimination and

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sexual harassment, where investors take meetings in hot tubs and network at sex parties. In this powerful exposé, Bloomberg TV journalist Emily Chang reveals how

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Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil!

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Connect the World!)--and how women are finally starting to speak out and fight back. Drawing on her deep network of Silicon Valley insiders, Chang opens the

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boardroom doors of male-dominated venture capital firms like Kleiner Perkins, the subject of Ellen Pao's high-profile gender discrimination lawsuit,

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and Sequoia, where a partner once famously said they "won't lower their standards" just to hire women. Interviews with Facebook COO Sheryl Sandberg, YouTube CEO

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Susan Wojcicki, and
former Yahoo! CEO

Marissa Mayer--who got
their start at Google,
where just one in five
engineers is a
woman--reveal just how

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hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler, entrepreneur Niniane Wang, and game developer

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Brianna Wu, have risked their careers and sometimes their lives to pave a way for other women. Silicon Valley's aggressive, misogynistic, work-at-

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all costs culture has shut women out of the greatest wealth creation in the history of the world. It's time to break up the boys' club. Emily Chang shows us how

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to fix this toxic culture--to bring down Brotopia, once and for all.

Startups constantly face the challenge of how to make an impact given

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their initial small size and limited resources. Nine out of ten startups fail and more than fifty percent do not reach past the five-year mark. The few that do manage

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to survive can quickly find themselves swamped in the oversaturated market, unable to make any decent progress. So how can they establish themselves among their

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immediate competitors, let alone defeat larger, more established companies? Is the story of David and Goliath still relevant in the modern business world?

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"The Art of Startups" offers its readers unique and viable solutions to all the problems small startups face especially in their early stages. By the end

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of the book the reader will be able to apply effectively a new set of war strategies to break through into the market, to master new technologies and

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innovations, to negotiate fruitful alliances and, ultimately, to become a better leader.

An essential guide to understanding the

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dynamics of a startup's board of directors Let's face it, as founders and entrepreneurs, you have a lot on your plate—getting to your minimum viable product,

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developing customer interaction, hiring team members, and managing the accounts/books. Sooner or later, you have a board of directors, three to five

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(or even seven) Type A personalities who seek your attention and at times will tell you what to do. While you might be hesitant to form a board, establishing an

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objective outside group is essential for startups, especially to keep you on track, call you out when you flail, and in some cases, save you from yourself. In

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Startup Boards, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his experience in this area by talking about the

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importance of having the right board members on your team and how to manage them well. Along the way, he shares valuable insights on various aspects of the

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board, including how they can support you, help you understand your startup's milestones and get to them faster, and hold you accountable.

Details the process of

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choosing board members, including interviewing many people, checking references, and remembering that there should be no fear in rejecting a wrong fit

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Explores the importance of running great meetings, mixing social time with business time, and much more Recommends being a board member yourself at some other

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organization so you see the other side of the equation Engaging and informative, Startup Boards is a practical guide to one of the most important pieces of the

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startup puzzle.

The Five Fundamentals of
Becoming an Exemplary
Leader

How Smart Women
Pivot--and Relaunch
Their Careers

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Lost and Founder

Startup Boards

How Silicon Valley Made

Work Miserable for the

Rest of Us

Summary Dan Lyons'

Disrupted

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How maverick companies have passed up the growth treadmill — and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly,

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under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing

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great customer service, making great contributions to their communities, and finding great ways to lead their lives. In *Small Giants*, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies

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that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker

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of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny

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Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of

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choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterward, Burlingham reflects on the

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similarities and learning lessons from the small giants he covers in the book.

Boost morale and productivity by leading with respect The Respectful Leader presents an engaging, thought-provoking

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lesson for companies seeking off-the-charts performance.

Author Gregg Ward draws on 25 years of leadership consulting, coaching and training experience to reveal the secret to great results: respect. In this

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true-to-life business fable, he shares the story of Des Hogan, a CEO who discovers that disrespectful behavior on the part of his leadership team is eating away at his company's morale, productivity, and

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profits. At a loss for a solution, he meets Grace—a straight-shooting, self-described "little old lady" in the maintenance department. With her no-nonsense advice, he sets out to revamp the culture and turn his

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company around; but first, he has to turn inward and realize that his own behavior sets the tone for the company at every level. This enlightening, engaging and honest story will help you recognize and analyze

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your own behaviors and interactions, and show you how to create a winning culture based on leading with respect. Intimidation, micro-management and insecurity do not drive top-level performance.

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True success is built on free-flowing, trusted, and open collaboration between departments, levels, and specialties. This book shows you how to build respect among the ranks—from the top down.

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Learn the key respectful leadership behaviors that significantly impact morale
Learn how to adjust your own, and others', attitudes to boost productivity, teamwork, and profits
Benefit personally and

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professionally by leading from a place of mutual respect and consideration People perform best when they feel valued and valuable. And, when they are respected for their experience, talents and skills, they'll

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become personally invested in outcomes—both short- and long-term—and consistently go the extra mile. Respectful leadership ignites passion, innovation, creativity, and efficiency, while control-based

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leadership and intimidation breeds complacency and mediocrity. Which environment would better serve your company? The Respectful Leader shows you how to achieve sustainable success

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with a simple behavioral paradigm shift.

How to harness your passion, develop your platform, and build a community of fans to sustain your micro-business If you dream of launching your own

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business, but aren't sure what that business should be, microDomination has the answer. This new book from entrepreneur and communications guru Trevor Young, shows you how to tap

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into your particular area of expertise and build a small business around what you know and love. No matter what particular subject you're knowledgeable in, from dog training to cooking to

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financial planning, microDominationshows you how to build a brand around yourself and turn that brandand expertise into profits even from the comfort of your ownhome. In the first part of the book,

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Young uses real-life examples to introduce you to the businesspeople—or "micromavens"—who are living their dreams and earning money doing what they love. The second part of the book

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reveals the nuts-and-bolts strategies and tactics you can use to emulate their success and achieve your goal of "microdominating." Includes inspirational case studies and practical advice on starting a

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micro-business based on your talent or expertise Features actionable guidance on using content marketing and social media to grow your brand and business Written by a leading thinker in the fields of public

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relations, marketing, and communications If you're stuck in a dead-end job or just dream of turning your hobby into a business, microDomination gives you a proven plan for turning your passion into

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prosperity.

As an open operating system, Unix can be improved on by anyone and everyone: individuals, companies, universities, and more. As a result, the very nature of Unix

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has been altered over the years by numerous extensions formulated in an assortment of versions. Today, Unix encompasses everything from Sun's Solaris to Apple's Mac OS X and more varieties of Linux

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than you can easily name. The latest edition of this bestselling reference brings Unix into the 21st century. It's been reworked to keep current with the broader state of Unix in today's world and highlight the strengths of

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this operating system in all its various flavors. Detailing all Unix commands and options, the informative guide provides generous descriptions and examples that put those commands in context. Here are

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some of the new features you'll find in Unix in a Nutshell, Fourth Edition: Solaris 10, the latest version of the SVR4-based operating system, GNU/Linux, and Mac OS X Bash shell (along with the 1988 and 1993

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versions of ksh) tsch shell (instead of the original Berkeley csh) Package management programs, used for program installation on popular GNU/Linux systems, Solaris and Mac OS X GNU Emacs Version

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21 Introduction to source code management systems
Concurrent versions system
Subversion version control system
GDB debugger
As Unix has progressed, certain commands that were once

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critical have fallen into disuse. To that end, the book has also dropped material that is no longer relevant, keeping it taut and current. If you're a Unix user or programmer, you'll recognize the value of this

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complete, up-to-date Unix reference. With chapter overviews, specific examples, and detailed command.

A True Story of Money, Power, Friendship, and Betrayal

I Think You're Totally Wrong

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Silicon States

From Startup to Exit

Creativity and Generosity in a
Connected Age

The Rise of Silicon Valley as a
Political Powerhouse and Social
Wrecking Ball

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Women tend to be inherently cautious, to the point of overthinking their every move. This may help them stay safer than their male counterparts, but it also keeps

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them stuck in the action-first, fake-it-til-you-make-it ethos celebrated in the tech world shaking up the workforce today. What if women embraced the startup spirit? What if they had the confidence to take chances, even if they knew they

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may fail first? What if instead of agonizing over which step to take, they leapt forward quickly? These are the traits that helped Silicon Valley redefine our culture, and not surprisingly, these are the same lessons that can help all women

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succeed in all stages of their careers. In Fearless and Free, author Wendy Sachs has provided what O, The Oprah Magazine has called “pithy, invaluable guidance to women stymied in the workplace.” With lessons learned

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*from a wide range of women who
faced down fears, roadblocks, and
failures to reinvent themselves,
Sachs's invaluable resource
teaches women how to:*

- *Boost
their confidence*
- *Sell their story*
- *Capitalize on their skills and*

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*expand them • Nurture their
network • Brand
themselves--without bragging •
Reposition themselves for
reentering the workforce • And
much more! By taking the
disruptive methods that helped*

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*Silicon Valley send shockwaves
across industries, Fearless and
Free seeks to empower women in
the workforce, showing them how
to lean into their strengths,
increase confidence, and make
their impact known loud and clear.*

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Whether you're thinking about starting a new business or growing an existing one, Ready, Fire, Aim has what you need to succeed in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson

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*shares the knowledge he has
gained from creating and
expanding numerous businesses
and outlines a focused strategy for
guiding a small business through
the four stages of entrepreneurial
growth. Along the way, Masterson*

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*teaches you the different skills
needed in order to excel in this
dynamic environment.*

*Welcome to the mind—to the
world—of Fake Steve Jobs. Fake
Steve the counterintuitive
management guru: “Obviously we*

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can't literally put our employees' lives at risk. But we have to make them feel that way." Fake Steve the celebrity hobnobber: "I like Bono. He's the only person I know who's more self-absorbed than I am."
Options is the book that had the

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critics howling—with laughter: “A voice for our own digital age....Mac-slappingly funny.”—Newsweek.com

“Hilarious.”—New York Times

“There’s a laugh-out-loud moment on nearly each one of the book’s pages.”—Wall Street Journal

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*“Wickedly funny.”—San Francisco
Chronicle*

Whistleblower

Crash Override

*How to leverage social media and
content marketing to build a mini-
business empire around your*

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personal brand
Corvette
Hatching Twitter