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*Why does poor
software
quality
continue to
plague
enterprises of
all sizes in*

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rather than individual
developers.

This practical

guide provides

ten best

practices to

help team

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As a follow-up

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processes used
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Each practice

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to help you choose
the right
metrics for
your team.
Achieve
development
goals by
determining
meaningful
metrics with

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***the Goal-Questi
on-Metric
approach***

***Translate those
goals to a
verifiable***

***Definition of
Done Manage***

***code versions
for consistent
and predictable
modification***

Control

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separate
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environments
Cutting Edge
for each stage
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in the
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development
Most Fail
pipeline
Automate tests
as much as
possible and
steer their
guidelines and
expectations
Let the

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Automate the

process of

pushing code

through the

pipeline Define

development

process

standards to

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improve

Airbnb, And Other

consistency and

Cutting Edge

simplicity

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Manage

Dependencies on

dependencies on

Third Party

third party

Code to Keep

code to keep

Your Software

your software

Consistent and

consistent and

Up to Date

up to date

Document Only

Document only

The Most

the most

Necessary and

necessary and

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current

Airbnb, And Other

knowledge

Cutting Edge

Bold and

Companies, this

beautiful, this

volume presents

hundreds of

hundreds of

film stills

from the Pixar

archives in a

glorious

spectrum of

color. Starting

with bright

with bright

with bright

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with bright

with bright

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with bright

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becomes crystal clear how each frame tells a story. Bound

into a gorgeous

volume, The

Color of Pixar

encapsulates

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the

playful

characters, and

the sheer scope

of their work

in over 20

years of iconic

feature films.

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In an

anticipated

book on

business

management for

our time, Jack

Welch surveys

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most successful corporations.

Here he reveals his philosophy and management style.

“Details how

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*this playful
organization
provides a
working
environment
that encourages
imagination,
inventiveness,
and joyful
collaboration.*

*If you dream of
creating a more
positive*

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Scream Where

It's True." Ken

Blanchard,

coauthor of *The*

One Minute

Manager® and

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Win at Work

Unleash Pixar-

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organization!
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business
classic The
Disney Way,
Bill Capodagli
and Lynn
Jackson take a
behind-the-
scenes look at

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the company

built upon the

“magic” of

Disney. Readers

of this concise

and accessible

book will learn

how to apply

Pixar’s secrets

of success,

which include

the company’s

ability to turn

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detail, which

translates into

products of the

utmost quality.

Other lessons

include how to

hire creative

people and

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challenging the

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status quo.

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Shaw

The Data

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Revolution and

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Perché Netflix,
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altre aziende
all'avanguardia
prosperano dove
molte altre
falliscono

Free Your
Company's
Future from the

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STARBUCKED will
be the first book
to explore the
incredible rise of
the Starbucks
Corporation and
the caffeine-crazy
culture that fueled
its success. Part
Fast Food Nation,

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part Bobos in

Paradise,

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combines

investigative heft

with witty cultural

observation in

telling the story of

how the

coffeehouse

movement

changed our

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neighborhoods

and workplaces to

the ways we shop,

socialize, and self-

medicate. In

STARBUCKED,

Taylor Clark

provides an

objective,

meticulously

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reported look at
the volatile issues
like gentrification
and fair trade that
distress activists
and coffee zealots
alike. Through a
cast of characters
that includes
coffee-wild
hippies, business
sharks, slackers,

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Hollywood

trendsetters and

more,

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explores how

America

transformed into a

nation of coffee

gourmets in only a

few years, how

Starbucks

manipulates

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psyches and social
habits to snare
loyal customers,
and why many of
the things we
think we know

about the coffee
commodity chain
are false.

Foreword by
Seattle Seahawks
quarterback

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Russell Wilson

From a top mental

conditioning

coach—"the

world ' s best

brain trainer "

(Sports

Illustrated)—who

has transformed

the lives and

careers of elite

athletes, business

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leaders, and
military personnel,
battle-tested
strategies that will
give you tools to
manage and

overcome
negativity and
achieve any goal.

He knows how to
win. More, he
knows the many

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ways-subtle,
brutal, often self-
inflicted-we lose.

As the most
trusted mental
coach in the world
of sports, Trevor
Moawad has
worked with many
of the most
dominant athletes
and the savviest

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coaches. From

Nick Saban and

Kirby Smart to

Russell Wilson,

they all look to

Moawad for help

finding or keeping

or regaining their

competitive edge.

(As do countless

business leaders

and members of

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special forces.)

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Moawad shares
his unique
philosophy with
the general public.

He lays out
lessons he's
derived from his
greatest career
successes as well
as personal

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setbacks, the game-

changing wisdom

he's earned as the

go-to whisperer

for elite

performers on

fields of play and

among men and

women headed to

the battlefield.

Moawad's

motivational

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approach is

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elegant but

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refreshingly

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simple: He

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replaces

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hardwired

negativity, the

kind of defeatist

mindset that's

nearly everybody's

default, with what

he calls "neutral

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thinking." His own
special innovation,
it's a

nonjudgmental,
nonreactive way of
coolly assessing

problems and
analyzing crises, a
mode of attack

that offers
luminous clarity
and supreme calm

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in the critical moments before taking decisive action. Not only can neutral thinking raise your performance level- it can transform your overall life. And it all starts, Moawad says, with letting go. Past

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failures, past
losses-let them go.

"The past isn't
predictive. If you
can absorb and
embrace that
belief, everything
changes. You'll
instantly feel more
calm. And the
athlete-or
employee or

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parent or spouse-

who's more calm

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is also more
aware, and more
times than not ...
will win."

Get organizational
results by
nurturing
commitment,
integrity, and
transparency A

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healthy corporate culture is the secret to an organization's performance. The good news is that employees already embody the values needed to propel the organization to its goals, but institutional

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roadblocks get in
the way. All too
often leaders don't
know how to
diagnose their
culture in order to
clear

these roadblocks to
performance. The
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presents
a breakthrough

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model that permits
leaders to measure
and

manage culture. To

create a fully

aligned high-

performing

culture,

leaders need only

focus on nurturing

three catalyst

values: Commitme

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nt, Integrity, and
Transparency.

Offers an
innovative values-
centered model to
help organizations
achieve short-term
goals without
sacrificing long-
run sustainability
Filled with lively
case studies of

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major companies,

including Johnson

& Johnson and

Boeing David

Gebler is a

recognized

thought leader in

the field of values-

based ethics and

culture risk

management The

3 Power Values

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offers leaders at all levels a unique and accessible approach to identifying the behavioral challenges that are hindering their corporate culture and to removing them effectively.

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“ This inspiring book belongs on the desk of every CEO and politician. With eye-opening case studies and recommended behaviors in every chapter, it's an indispensable user guide for servant leaders. ” —Ken

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coauthor of The

Cutting Edge

New One Minute

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Manager and

coeditor of Servant

Leadership in

Action On the

most fundamental

level, leaders must

bring divergent

groups together

and forge a

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consensus on a path forward. But what makes that possible?

Humility—a deep regard for the

dignity of

others—is the key,

says distinguished

leadership

educator Marilyn

Gist. Leadership is

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a relationship, and
humility is the
foundation for all
healthy

relationships.

Leader humility

can increase

engagement and

retention. It

inspires and

motivates. Gist

offers a model of

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leader humility
derived from three
questions people
ask of their
leaders: Who are
you? Where are
we going? Do you
see me? She
explores each of
these questions in
depth, as well as
the six key

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qualities of leader

humility: a

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balanced ego,

integrity, a

compelling vision,

ethical strategies,

generous

inclusion, and a

developmental

focus. Much of this

book is based on

Gist's interviews

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Costco, REI, Alaska

Airlines,

Starbucks, and

others. And the

foreword and a

guest chapter are

written by Alan

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Mulally, the legendary leader who brought Ford back from the brink of bankruptcy after the 2008 financial collapse and whose work is an exemplar of leader humility.

Being Direct

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Business Recoded

Netflix and the

Culture of

Reinvention

HBR's 10 Must

Reads for New

Managers (with

bonus article

“ How Managers

Become Leaders ”

by Michael D.

Watkins) (HBR's

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A Double Tall Tale
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Culture

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Starbucked

Raise Your Game

Innovate the Pixar

Way: Business

Lessons from the

World ' s Most

Creative Corporate

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Playground

The definitive
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guide to
working with --
and surviving

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-- bullies,
creeps, jerks,
tyrants,
tormentors,
despots,
backstabbers,
egomaniacs, and
all the other

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assholes who do
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their best to

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destroy you at

Companies
work. "What an

Suspect Where
asshole!" How

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many times have

you said that

about someone

at work? You're

not alone! In

this

groundbreaking

book, Stanford

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Harvard
Business Review
article to show
you the best
ways to deal
with
assholes...and

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Practical,
Compassionate,
and in places
downright
funny, this
guide offers:
Strategies on
how to pinpoint
and eliminate

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negative

Airbnb, And Other

influences for

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good

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from major

organizations A

self-diagnostic

test and a

program to

identify and

keep your own

"inner jerk"

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The No Asshole

Rule is a New

York Times,

Wall Street

Journal, USA

Today and

Business Week

bestseller.

* Our summary

is short,

simple and

pragmatic. It

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reading this

summary, you

will discover

what leads an

innovative team

to success. You

will also

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discover : that
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products,
invent their
own operating
methods and
culture; that a
successful team
is demanding in
terms of
results, and

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united by
strong bonds;
that the so-
called
"extreme" teams
are 100%
dedicated to
the achievement
of their
mission,
without any
compromise;
that an

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absolute

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commitment of

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the staff

Companies,

allows for

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impressive

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performance,

but also has

certain

drawbacks.

Today's

"success

stories" often

concern young

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upsetting the
established

rules. Driven

by a strong

vision, they

aim to change

consumption

patterns and

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In their
internal

operations,

these companies

create novelty

by creating

unique work

environments.

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passion.

Extreme" teams

are true

pioneers, but

they also take

risks

commensurate

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Let's discover
their secrets
together...

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modest price of
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coffee!

What happens at
the end of the

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evolutionary

paths. However,

new discoveries

have shown that

things are not

quite that

simple. This

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astronomical

explosions. It

features highly

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observational

finds that push

the frontiers

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of astronomy
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astrophysics,
particularly as
before these
objects were
only predicted
in theory. This
book is for
those who want
the latest
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ideas about the

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inspiring team
performance,

and creating
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range strategy.

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presents a
proven model

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executives.

Organizational

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responsibility,

while at the

same time

giving

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—Roger
G. Ackerman,
president,
Corning, Inc.

Building a
Culture of
Freedom and
Responsibility

How Media

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All In

Big Data at

Work

Build Better

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is a simple,

memorable, and

easy to apply team

development code

for the new leaders

of the modern age

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who are expected to manage high performing teams, including virtual team building management skills.

A new business culture code. Teams today are more complex than ever before. With new team leader responsibilities like

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leadership is in dire

need of a new code.

Author George

Karseras, executive

team development

coach and founder

of TeamUp, has

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coined such a code
that he calls the

“TeamUp Playbook”.

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management. He

has served as

“change doctor” for

clients that include

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government

agencies and

administrations, and

Fortune 500

companies in an

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numerous. The

opportunities are

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Wunderman, direct

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relationship with
consumers

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Companies
through direct
marketing

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techniques. He

also offers expert

advice on how to

attract, interact

with, and retain the

loyalty of valuable

customers. This

entertaining and

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is essential

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reading for any
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advertising

strategies that

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Lead your

company to

success in the

New Industrial

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Revolution! The world of business has completely transformed in recent years—and the pace of change will only increase in coming years. But one thing remains the same: Quality leadership is the

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the critical lessons
you need to lead
your company in a
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technologies reign
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Benton and Kylie
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helped some of
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executives

successfully

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themselves and

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different ideas

about what

success looks like

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and even

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of leader who is
both firm in his or
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workers happy and

satisfied in their

jobs. And you'll

learn how to

embrace new

technologies

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the human touch—which is the hallmark of great leadership. It will take unprecedented levels of agility, confidence, and fearlessness to lead into the future. Make the leadership mind

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switch to seize the
competitive edge
now in order to
drive profits and
growth tomorrow.

Every manager
desires to have
great teams
around them
collaborating
together and
running with the

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Unfortunately,
most of these
teams have been
built around
decades-old ideas

and practices
made popular by
companies that
either no longer
exist or haven't
been relevant in

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years. But a new generation of teams has learned to do things differently--things like hiring the right person instead of the best person; focusing on one priority while leaving room to explore new ideas;

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dealing with the

uncomfortable;

and maximizing

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making it top

priority. And this

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powering their

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“freedom and

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helps Netflix
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Whole Food's
super-autonomous
teams embrace

hard metrics and
friendly

competition to
drive

performance•

Zappos fuels the

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weirdness and fun
that sustains its
success• And

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much more! From
marketing to

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design to

technology to

product demand,

everything has

changed in

business and will

continue to do so.

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Why shouldn't the
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these changes
undergo their own
upgrades?

Acquire the best
asset of all Your
business is either
enhanced by the
presence of trust
or held back by the
presence of

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distrust. Robert
Shaw gives
conviction and
advice to the
leader who
recognizes that
trust becomes a
performance
multiplier only
when the leader is
prepared to go
first. -- Craig E.

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you've never
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managers cannot
take for granted.

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organization
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wise, and offers
action steps for
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those that arise
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The Color of Pixar

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Are you baffled
by how your
department can
keep making the
same mistakes?
Do you feel you
have been
climbing an

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limited time on
more valuable

work? You're not

alone! In fact,

these obstacles

are so common in

business that

the solution to

getting past

them even has a

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though, you
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order to resolve
these situations
and find the

results your
business needs
to find success

again. Written

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experienced

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Improvement is

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simple, bottom-

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improvement

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implementing its

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business into

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it can be.

The amount of

data in our

world has been

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data sets—so

called big

data—will become

a key basis of
competition in

business.

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and researchers

will be updating

their analytic

approaches,

methods and

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research to meet
the demands

created by the

availability of

big data. The

goal of this

book is to show

how advances in

data science

have the ability

to fundamentally

influence and

improve

organizational

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everywhere, and
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leaders are men.
In this timely
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asks two

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for competent pe

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women--to

advance?

Marshaling

decades of

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points out that

although men

make up a

majority of

leaders, they

underperform

when compared

with female

leaders. In

fact, most

organizations

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equate leadership potential with a handful of destructive personality traits, like

overconfidence and narcissism.

In other words, these traits may help someone get selected for a leadership role,

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but they

backfire once

the person has

the job. When

competent

women--and men

who don't fit

the

stereotype--are

unfairly

overlooked, we

all suffer the

consequences.

The result is a

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arrogance rather
than humility,
and loudness
rather than
wisdom. There is
a better way.

With clarity and
verve, Chamorro-
Premuzic shows
us what it
really takes to

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lead and how new
systems and
processes can
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right people in
charge.

When you can
delegate and
supervise well,
you will not
believe how
efficient and
easy managing
your team can

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of a manager's
job is the
ability to
delegate and
supervise
extremely well.

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success expert
Brian Tracy
reveals time-
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manager can use
to boost the
performance and
productivity of
their employees.

In Delegation &

Supervision,

Tracy shares

helpful tips

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including how
to: Define work,
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targeted
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performance

Match skills to
job requirements
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by Objectives to
delegate longer-
term tasks to
trusted team

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keep on top of

companies with

minimum effort

Turn delegation

into a teaching

tool and build

the confidence

of your staff

Avoid reverse

delegation Free

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higher-level

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can tackle, and
more When done
right,

delegation and
supervision will
allow your
employees to

learn, grow, and
become more
capable.

Delegation &

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shows you how to

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Jack

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While the global economy languishes, one place just keeps growing despite failing banks, uncertain markets, and high unemployment: Silicon Valley. In the last two years, more than 100 incubators have popped up

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there, and the
number of angel
investors has
skyrocketed. Today,

40 percent of all
venture capital
investments in the
United States come

from Silicon Valley
firms, compared to
10 percent from
New York. In

Secrets of Silicon

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inside this vibrant

ecosystem where

meritocracy rules

the day. She

explores Silicon

Valley's

exceptionally risk-

tolerant culture, and

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Drawing on

interviews with

investors,

entrepreneurs, and

community leaders,

as well as a host of

case studies from

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Silicon Valley's

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unique culture is the

best hope for the

future of American

prosperity and the

global business

community and

offers lessons from

the Valley to inspire

reform in other

communities and

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industries, from
Washington, DC to
Wall Street.

Dick DeVenzio was
an All-American
basketball player at
Ambridge High
School in
Pennsylvania and
later at Duke
University. After
graduating, Dick
played and coached

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professional
basketball in Europe
and South America
and founded the
now nationally
acclaimed Point
Guard College.
Considered a
basketball genius
and a gifted writer,
Dick has inspired
and influenced
countless coaches

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their own

vulnerabilities

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Overcome the

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Weaknesses That Matter is a comprehensive guide to recognizing and acting on the weak points that can impair effectiveness, diminish results, and harm a career.

Written by a 30-year veteran of the leadership consulting industry

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and author of Trust
in the Balance, the
book contains
examples,
worksheets and
surveys that
illustrate the
practical application
of the advice
presented. An
online questionnaire
helps readers
discover their own

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leadership

Airbnb, And Other

vulnerabilities, and

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plan to increase

their awareness in

the areas that truly

matter. The

blindspot risk is that

leaders fail to

respond to

weaknesses or

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own capabilities,

and being

surrounded by

deferential

subordinates.

Leadership

Blindspots provides

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real, actionable

steps to

improvement. The

book details a range

of techniques that

make blindspots

stand out in sharp

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severe damage

occurs – to a leader

or his or her

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framework to

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blindspots The four

most important

types of blindspots –

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self, team, company
and markets

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in leaders across a
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A summary of the
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blindspots
Corrective practices
that help mitigate
the risks that

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can always be

better. These

weaknesses and

threats are called

blindspots because

they are invisible to

the individual but

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have the potential to wreak havoc on one's reputation and long-term success.

Identifying and fixing crucial problems is the leader's job, and sometimes the most debilitating problems are with the leaders themselves.

Leadership

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Matter is the first step toward owning and addressing one's vulnerabilities and, as a result, becoming a more effective leader.

Cover -- Half-title --

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(And How to Fix It)

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Building a Civilized
Workplace and
Surviving One That
Isn't

Performance
coach Alan
Stein Jr.

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secret

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principles used

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by world-class

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performers that

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will help you

improve your

productivity

and achieve

higher levels

of success.

High achievers

are at the top

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They Fail
They have made
a commitment to
establish,
tweak, and
repeat positive
habits in
everything they
do. RAISE YOUR

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success is a

result of the

little things

we do all the

time. The basic

principles

provided in

RAISE YOUR GAME

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that

encourages us

to skip steps.

We are taught

to chase what's

hot, flashy and

sexy and ignore

what's basic.

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*will
inspire and
empower you to
commit to the
fundamentals,
create a
winning
mindset, and*

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new levels of
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success.

The New York
Times

bestseller

Shortlisted for
the 2020

Financial Times
& McKinsey

Business Book
of the Year

Netflix

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Hastings

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reveals for the
first time the
unorthodox

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culture behind

one of the

world's most

innovative,

imaginative,

and successful

companies There

has never

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the

entertainment

industries,

generating

billions of

dollars in

annual revenue

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in over
190 countries.

But to reach

these great

heights,

Netflix, which

launched in

1998 as an

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online DVD
rental service,

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has had to

Companies
reinvent itself

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over and over

again. Fail. This

type of

unprecedented

flexibility

would have been

impossible

without the cou

nterintuitive

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Succeeded Where

Most Failed

*from the very
beginning.*

*Hastings
rejected the
conventional
wisdom under
which other*

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operate and

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defied

Companies

tradition to

Succeed Where

instead build a

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culture focused

on freedom and

responsibility,

one that has

allowed Netflix

to adapt and

innovate as the

needs of its

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new standards,

valuing people

over process,

emphasizing

innovation over

efficiency, and

giving

employees

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context, not

Airbnb, And Other

controls. At

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Netflix, there

Companies

are no vacation

Succeed Where

or expense

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policies. At

Netflix,

adequate

performance

gets a generous

severance, and

hard work is

irrelevant. At

irrelevant. At

severance, and

hard work is

irrelevant. At

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employees don't

need approval,

and the company

pays top of

market. When

Hastings and

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Companies, the

implications

Most Fail were unknown

and untested.

But in just a

short period,

their methods

led to

unparalleled

speed and

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boldness, as

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Netflix quickly

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the first time,

Hastings and

Erin Meyer,

bestselling

author of The

Culture Map and

one of the

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Controversial

ideologies at

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the Netflix

psyche, which

have generated

results that

are the envy of

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trial and error

from Hastings's

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behind one of

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most

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imaginative,

and successful

companies.

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the crowd;

people who make

things happen,

attract

followers and

create

opportunities.

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author Jo Owen
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the best and
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leaders have
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than skills.

They act

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because they

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your true

potential,

showing you how

to acquire the

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mindsets that

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success. The

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to achieve far

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more than you

thought

possible,

opening up new

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and new

potential for

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trepreneurship,

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business to

beyond, Jo

Owen's original

research and

interviews will

show you how

outstanding

leaders think

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consistent and

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can all learn

it. This is the

mindset

difference, and

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it, you have an

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about changing

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but becoming

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you are, making

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The

Mindset of

Success

provides a

clearly

structured set

of tools to

change the way

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Companies as powerful as

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Kawasaki, former chief
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Moore connects the dots

between bold strategies

and effective execution,

with an action plan that

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between senior

executives and every

other branch of

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acompany. For readers of Larry Bossidy's Execution, Clayton Christensen's Innovator's Solution, and Gary Vaynerchuck's Crush It!, and for anyone aiming for the pinnacle of business success, Escape Velocity is an irreplaceable roadmap to the top.

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strategy and superb

execution. These factors

remain critical,

especially given today's

unprecedented business

climate. But Rich

Karlgaard—Forbes

publisher, entrepreneur,

investor, and board

director—takes a

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accelerates strategy and

execution, and it cannot

be copied or bought. It

is found in a perhaps

surprising place—your

company's values.

Karlgaard examined a

variety of enduring

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companies and found that they have one thing in common; all have leveraged their deepest values alongside strategy and execution, allowing them to fuel growth as well as weather hard times. Karlgaard shares these stories and identifies the five key variables that make up every organization's "soft

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dollar revenue

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success. Learn how to

create an environment
that engenders trust and
propels high

performance. Smarts: In
most technical fields
your formal education
quickly becomes out of

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focused and how nimble
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diversity. Taste: Clever
Most Fall

product design and
integration are proxies

for intelligence because

they make customers

feel smart. But taste

goes further into deep

emotional engagement.

Specialized Bicycles

calls it "the elusive spot

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between data truth and human truth." How can you consistently make products or services that trigger these emotional touch points? Story: Companies that achieve lasting success have an enduring and emotionally appealing story. What's your company's story? How do you tell it your way? Gain the ability to

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create a powerful
narrative in a world
where outsiders often
exercise the louder
voice.

Embrace Diversity and
Thrive As An

Organization In the
rapidly changing
business landscape,
harnessing the power of
diversity and inclusion
is essential for the very
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organizations will fuel

this growth. We will

only succeed in this

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command and control

management styles to

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people, every
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organization's greatest
asset. It's also critical

that we build systems
that embrace diversity

in all its forms, from
identity and background

to diversity of thought,
style, approach, and

experience, tying it
directly to the bottom
line. Inclusion:

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Workplace & the Will to

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to empower members of your entire organization to utilize all of their talents and potential to drive positive organizational change and the future of work.

Develop the mindset and presence to successfully manage others for the first time. If you read nothing else on becoming a new manager, read these 10

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Review articles and

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important ones to help

you transition from

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becoming a great

manager of others. This

book will inspire you to:

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intelligence Influence

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performance Network
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business goals and for
personal advancement
Navigate relationships
with employees, bosses,
and peers Get support
from above View the big
picture in your decision
making Balance your

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team's work and personal life in a high-intensity workplace This collection of articles includes "Becoming the Boss," by Linda A. Hill; "Leading the Team You Inherit," by Michael D. Watkins; "Saving Your Rookie Managers from Themselves," by Carol A. Walker; "Managing the High-Intensity Workplace," by Erin

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B. Cialdini; "What
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Daniel Goleman; "The
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*Named by The
Washington Post as
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motivating, and
creating great teams,
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most companies have*

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it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, Powerful: Building a Culture of Freedom and Responsibility, she shares what she learned there and elsewhere in Silicon

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advocates practicing
radical honesty in the

workplace, saying

good-bye to

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emerging needs, and
motivating with

challenging work, not
promises, perks, and

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Companies
Succeed Where
Most Fail

*Disney music, which
are mainstays of
popular culture. The
power of the Disney
brand has heightened
the need for
academics to*

*question whether
Disney's films and
music function as a
tool of the Western
elite that shapes the
views of those less
empowered. Given its*

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handles the role of
race, gender, and
sexuality in social
structural inequality
merits serious
reflection according to
a number of the
articles in the volume.

On the other hand,
other authors argue
that Disney

productions can help

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individuals cope with

difficult situations or

embrace progressive

thinking. The different

approaches to the

assessment of Disney

films as cultural

artifacts also vary

according to the

theoretical

perspectives guiding

the interpretation of

both overt and latent

symbolic meaning in

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the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

Agile is broken. Most Agile transformations struggle. According to an Allied Market

Research study, "63%

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*Why Pixar, Netflix, Airbnb, And Other
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of respondents stated
the failure of agile
implementation in
their organizations."

*Succeed Where
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The problems with
Agile start at the top
of most organizations
with executive
leadership not getting
what agile is or even
knowing the
difference between
success and failure in
agile. Agile

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An agile

organization can

make use of coaches

and training to

improve their chances

of success. But even

then, failure remains

because many Agile

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ideas are

Airbnb, And Other
oversimplifications or

interpreted in an

extreme way, and

many elements

essential for success

are missing. Coupled

with other ideas that

have been

dogmatically forced

on teams, such as

"agile team rooms",

and "an overall inertia

and resistance to

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change in the Agile community," the Agile movement is ripe for change since its birth twenty years ago.

"Agile 2" represents the work of fifteen experienced Agile experts, distilled into Agile 2: The Next Iteration of Agile by seven members of the team. Agile 2 values these pairs of

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and teams; business
and technical

understanding;

individual

empowerment and

good leadership;

adaptability and

planning. With a new

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set of Agile principles

to take Agile forward

over the next 20

years, Agile 2 is

applicable beyond

software and

hardware to all parts

of an agile

organization including

"Agile HR", "Agile

Finance", and so on.

Like the original

"Agile", "Agile 2", is

just a set of ideas -

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powerful ideas. To undertake any endeavor, a single set of ideas is not enough. But a single set of ideas can be a powerful guide.

Thriving

Organizations – Great Results