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Play Bigger: How
Pirates, Dreamers,
And Innovators
Create And
Dominate Markets
Dreamers,
And
Innovators
Create And
Dominate
Markets

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And Innovators
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This thrilling sequel to *Traveler* doles out adventure and heartbreak in equal measure as it takes readers through a kaleidoscope of intricately crafted worlds of wonder, discovery, and danger. You're

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still you no matter
where you go.

Jessa has learned
the hard way that
traveling to
alternate
dimensions isn't
all delicious,
glittering desserts
and fancy parties:
it also means
accidentally
running into

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people she
thought she'd
never see again.
Still mourning a
devastating loss,
Jessa isn't really
prepared for the
arrival of a
reckless version of
someone she once
loved who is now
bent on revenge.

Add an

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increasingly
complicated
relationship with
her best friend
Ben, the
reappearance of
an old enemy, and
the threat of the
multiverse
collapsing, and
Jessa's got a lot
on her plate. She
may be destined to

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help save an
infinite multitude
of worlds... but in
the end, all Jessa
really wants to do
is save her friends.
In Dreamer, the
young adult
fantasy follow up
to Traveler, author
L. E. DeLano
delivers a
gripping,

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emotional story
that will leave
readers on the
edge of their seat.

Praise for *Traveler*:
"Featuring skillful
world-building and
carefully plotted
suspense, this
novel will leave
readers eagerly
awaiting the
sequel." —School

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"DeLano's debut novel is full of mystery, action, and romance. Her masterful storyline will keep readers guessing until the very last sentence." —VOYA
"Spicy, electric and unputdownable.

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LOVED IT.”

—sfinnamore,
reader on

SwoonReads.com

Thomas J Watson
Sr's motto for IBM
was THINK, and
for more than a
century, that one
little word worked
overtime. In

Making the World
Work Better: The

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Ideas That Shaped
a Century and a
Company ,
journalists Kevin
Maney, Steve
Hamm, and Jeffrey
M. O'Brien mark
the Centennial of
IBM's founding by
examining how
IBM has distinctly
contributed to the
evolution of

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technology and
the modern
corporation over
the past 100 years.
The authors offer a
fresh analysis
through interviews
of many key
figures,
chronicling the
Nobel Prize-
winning work of
the company's

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research
And Innovators
laboratories and
Create And
uncovering rich
Dominate Markets
archival material,
including
hundreds of
vintage
photographs and
drawings. The
book recounts the
company's
missteps, as well
as its successes. It

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captures moments
of high drama –
from the bet-the-
business gamble
on the legendary
System/360 in the
1960s to the
turnaround from
the company's
near-death
experience in the
early 1990s. The
authors have

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shaped a narrative
of discoveries,
struggles,
individual insights
and lasting impact
on technology,
business and
society. Taken
together, their
essays reveal a
distinctive mindset
and organizational
culture, animated

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by a deeply held
commitment to the
hard work of
progress. IBM
engineers and
scientists invented
many of the
building blocks of
modern
information
technology,
including the
memory chip, the

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disk drive, the scanning tunneling microscope (essential to nanotechnology) and even new fields of mathematics. IBM brought the punch-card tabulator, the mainframe and the personal computer

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into the
mainstream of
business and
modern life. IBM
was the first large
American
company to pay all
employees
salaries rather
than hourly wages,
an early champion
of hiring women
and minorities and

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a pioneer of new approaches to doing business--with its model of the globally integrated enterprise. And it has had a lasting impact on the course of society from enabling the US Social Security System, to the

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space program, to
airline
reservations,
modern banking
and retail, to many
of the ways our
world today works.
The lessons for all
businesses –
indeed, all
institutions – are
powerful: To
survive and

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succeed over a long period, you have to anticipate change and to be willing and able to continually transform. But while change happens, progress is deliberate. IBM – deliberately led by a pioneering culture and

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grounded in a set
of core ideas –
came into being,
grew, thrived,
nearly died,
transformed itself...
and is now
charting a new
path forward for its
second century
toward a perhaps
surprising future
on a planetary

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scale.

And Innovators
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On June 23, 2008,
President George
W. Bush

nominated Ann
Dunwoody as a
four-star general in
the US Army-the
first time a woman
had ever achieved
that rank. The
news generated
excitement around

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the world. Now
retired after nearly
four decades in
the Army,

Dunwoody shares
what she learned
along the way,
from her first
command leading
100 soldiers to her
final assignment,
in which she led a
60 billion

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enterprise of over
69,000 employees,
including the
Army's global
supply chain in
support of Iraq and
Afghanistan. What
was the driving
force behind
Dunwoody's
success? While
her talent as a
logistician and her

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empathy in dealing
with fellow
soldiers helped
her rise through
the ranks,
Dunwoody also
realized that true
leaders never stop
learning, refining,
growing, and
adapting. In A
Higher Standard,
Dunwoody details

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her evolution as a
soldier and reveals
the core
leadership
principles that
helped her achieve
her historic
appointment.
Dunwoody's
strategies are
applicable to any
leader, no matter
the size or scope

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of the
And Innovators
organization. They
Create And
include lessons
Dominate Markets
such as "Never
Walk by a
Mistake," a
mandate to
recognize when
something is
wrong, big or
small, and to hold
people
accountable. Not

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only can this save
billions for
industry, it can
sometimes save
the lives of
soldiers and
citizens. She also
advises that
"Leaders Aren't
Invincible-Don't
Try to Be": to be
our best, we have
to acknowledge

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our worst. And she encourages readers to "Leverage the Power of Diversity" by creating teams of people from different backgrounds to provide a broad range of ideas and devise the best-

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And Innovators
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informed
decisions. With
these and other
guiding principles,
A Higher Standard
offers practical,
tactical advice that
everyone can use
to lead and
achieve with
maximum
success.

Ahoy, mateys! Set

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sail for fun and
adventure on a
pirate ship full of
puppies. SOS!

Wally and the
Puppy Pirates
know the legends
and mysteries
about the Grr-
muda Triangle, but
could all those
strange stories be
true? There's only

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And Innovators
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one way to find
out: the Salty Bone
is going to sail
straight through
the Grr-muda
Triangle! Will the
crew make it out
alive? Or will they
be lost at sea
forever . . . ?

Real-time
conversations turn
leads into

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customers

And Innovators
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Conversational
Marketing is the
definitive guide to
generating better
leads and closing
more sales.

Traditional sales
and marketing
methods have
failed to keep pace
with the way
modern, internet-

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And Innovators
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savvy consumers
purchase goods
and services.

Modern messaging
apps, which allow
for real-time
conversations and
instant feedback,
have transformed
the way we
interact in our
personal and
professional lives,

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yet most
businesses still
rely on 20th
century
technology to
communicate with
21st century
customers. Online
forms, email
inquiries, and
follow-up sales
calls don't provide
the immediacy that

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modern consumers expect. Conversational marketing and sales are part of a new methodology centered around real-time, one-on-one conversations with customers via chatbots and messaging. By allowing your

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business to
communicate with
customers in real
time—when it's
most convenient
for them—conversa
tional marketing
improves the
customer
experience,
generates more
leads, and helps
you convert more

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leads into
customers.
Conversational
Marketing
pioneers David
Cancel and Dave
Gerhardt explain
how to: Merge
inbound and
outbound tactics
into a more
productive dialog
with customers

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Integrate conversational marketing techniques into your existing sales and marketing workflow Face-to-face meetings, phone calls, and email exchanges remain important to customer relations, but

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adding a layer of
immediate,
individual
conversation
drives the
customer
experience—and
sales—sky-high.
How We Succeed
by Anticipating the
Future--Just
Enough
Taming The Big

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Data Tidal Wave
Building a Culture
Create And
of Freedom and
Dominate Markets
Responsibility
UnHealthcare: A
Manifesto for
Health Assurance
How to Build a
Brand that
Customers,
Employees, and
Investors Will Love
The Maverick and

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His Machine
Dreamer
In The Tale of The
Tardy Oxcart,
Charles Swindoll
shares from his
lifelong collection
of his and others'
personal stories,
sermons, and
anecdotes. 1501
various
illustrations are
arranged by

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subjects
alphabetically for
quick-and-easy
access. A perfect
resource for all
pastors and
speakers.

Publisher's Note:
This book is now
available as
Swindoll's Ultimate
Book of
Illustrations &
Quotes (ISBN

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And Innovators,
(0785250255)

How do we become
the best version of
ourselves? In this
day and age, we
crave instant
gratification. We
think there is a
magic pill we can
take for fast
results, or that
there must be a
shortcut we're
missing in business

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or life. But how is that working for you? Life is not about the home runs. It's about showing up every single day and hitting singles. That is 1% Better. We're not looking for the quick fix. We're waking up every single day aiming to be the

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And Innovators
Create It
Dominate Markets

best version of
ourselves; aiming
to be a little better
than yesterday. In
this book, I'm
going to share 50
of my top lessons
including: (1) Your
BIG 3 things you
must get done to
move your life and
business forward
every day. (2) A
step by step

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exercise to clear
your head, get
your thoughts
organized, and
create more
"freedom" in your
brain. (3) The 5 S's
For Sustainable
Change & The 5
Pillars of
Productivity. (4)
Your 12-week Year.
And much, much
more! We must live

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And Innovators
the 1% motto! Are
you in?

There's a new
truth in B2B
marketing: if you
want to move
products, you need
to move minds.
Most companies
suffer from a
delusion, and it's
this: that buyers
always make
decisions in a

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And Innovators,
rational, logical,
and economic way.
The result is a slew
of features-driven
B2B marketing
that few people
really care about.
In recent years
B2B customers
have evolved. The
don't just want to
buy from
businesses
anymore, they

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want to buy into them. The problem is too few B2B companies realize this. They continue with the same product-centric marketing that increases revenue by a percentage point here and there. It seems safe but it's dangerously short-

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sighted, because it
doesn't deliver the
transformational
and long-term
growth that makes
businesses
category leaders.
It's even more
important to
address this issue
at such a critical
and delicate
moment in the
world economy.

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Marketing leaders
require strategies
that have an
exponential, rather
than an
incremental, effect
on brand,
marketing and
sales, and to
implement them
they need the new
super-skills this
book teaches. This
involves

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establishing a core
purpose, shifting
the focus from
products to people,
from features to
feelings and from
messaging to
storytelling,
acknowledging
that neuro science
has proved that
people buy on
emotion and justify
with fact. In other

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words, it requires
a completely
different mindset
to the one that's
prevalent right
now, one that we
call 'Humanizing
B2B'.

In UnHealthcare,
Silicon Valley
entrepreneur and
investor Hemant
Taneja and
Jefferson Health

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CEO Stephen
Klasko, along with
writer Kevin
Maney, make a
provocative case
for a new data-
driven, cloud-
based category of
healthcare called
"health assurance."
The authors show
how health
assurance can be
built using today's

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technology, how it
will help us all stay
healthier at less
cost, and how data
from health
assurance services
can help
individuals and
officials contain
and manage deadly
virus outbreaks
such as Covid-19.
More than just a
thesis,

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UnHealthcare is a
guide to how
entrepreneurs,
healthcare
professionals, and
policymakers can
bring health
assurance to the
mainstream and
finally develop a
solution to
America's
healthcare
debacle.

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Created America's
Dominant Markets
The first complete
look at one of
America's
legendary business
leaders This
groundbreaking
biography by Kevin
Maney, acclaimed
technology
columnist for USA
Today, offers fresh
insight and new
information on one
of the twentieth

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Century's greatest
business figures.
Over the course of
forty-two years,
Thomas J. Watson
took a failing
business called
The Computer-Tab
ulating-Recording
Company and
transformed it into
IBM, the world's
first and most
famous high-tech

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company. The
Maverick and His
Machine is the first
modern biography
of this business
titan. Maney
secured exclusive
access to hundreds
of boxes of
Watson's long-
forgotten papers,
and he has
produced the only
complete picture of

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Watson the man
and Watson the
legendary business
leader. These
uncovered
documents reveal
new information
about how Watson
bet the company in
the 1920s on
tabulating
machines-the
forerunners to
computers-and

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Dominated Markets
how he daringly
beat the Great
Depression of the
1930s. The
documents also
lead to new
insights
concerning the
controversy that
has followed
Watson: his supposed
collusion with
Adolf Hitler's Nazi
regime. Maney

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paints a vivid
portrait of Watson,
uncovers his
motivations, and
offers needed
context on his
mammoth role in
the course of
modern business
history. Jim
Collins, author of
the bestsellers
Good to Great and
Built to Last,

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And Innovators
writes in the
Foreword to
Maney's book:
"Leaders like
Watson are like
forces of nature-
almost terrifying in
their release of
energy and
unpredictable
volatility, but
underneath they
still adhere to
certain patterns

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and principles. The
patterns and
principles might be
hard to see amidst
the melee, but they
are there
nonetheless. It
takes a gifted
person of insight to
highlight those
patterns, and that
is exactly what
Kevin Maney does
in this book." The

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Maverick and His
Machine also
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includes never-
before-published
Dominate Markets
photos of Watson
from IBM's
archives, showing
Watson in greater
detail than any
book ever has
before. Essential
reading for every
businessperson,
tech junkie, and

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IBM follower, the
book is also full of
the kind of
personal detail and
reconstructed
events that make it
a page-turning
story for general
readers. The
Maverick and the
Machine is poised
to be one of the
most important
business

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biographies in
years. Kevin
Maney is a
nationally syndicated, award-
winning
technology
columnist at USA
Today, where he
has been since
1985. He is a cover
story writer whose
story about IBM's
bet-the-company

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move gained him
national
recognition. He
was voted best
technology
columnist by the
business
journalism
publication TJFR.
Marketing
Computers
magazine has four
times named him
one of the most

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influential
technology
columnists. He is
the author of
Wiley's
MEGAMEDIA
SHAKEOUT: The
Inside Story of the
Leaders and the
Losers in the
Exploding
Communications
Industry, which
was a Business

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Pirates, Dreamers,
Week Bestseller.

Residence: Clifton,
VA. "Watson was

clearly a genius

with a thousand

helpers, yet he

managed to build

an institution that

could transcend

the genius."-from

the Foreword by

Jim Collins "Like

all great

biographers, Kevin

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Maney gives us an
engaging story . .

This fascinating and
definitive book

about IBM's

founder is replete

with amazing

revelations and

character lessons

that resonate

today."-Rosabeth

Moss Kanter,

Harvard Business

School, bestselling

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How Visionaries
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Innovate with New
Ventures, and
Disrupt Markets
One of the World's
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Entrepreneurs
Shares His Secrets
Traversing the
Traction Gap

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Entrepreneur and
Successfully Grow
Their Startup
One Simple Idea,
Revised and
Expanded Edition:
Turn Your Dreams
into a Licensing
Goldmine While
Letting Others Do
the Work
Making the World

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Work Better
*Named by The
Washington Post as
one of the 11*

*Leadership Books to
Read in 2018 When
it comes to recruiting,
motivating, and
creating great teams,
Patty McCord says
most companies have
it all wrong. McCord*

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*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*

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*elsewhere in Silicon
Valley. McCord
advocates practicing
radical honesty in the
workplace, saying
good-bye to
employees who don't
fit the company's
emerging needs, and
motivating with
challenging work, not
promises, perks, and*

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*bonus plans. McCord
argues that the old
standbys of corporate
HR—annual*

*performance reviews,
retention plans,*

employee

empowerment and

engagement

*programs—often end
up being a colossal*

waste of time and

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resources. Her road-
And Innovators
tested advice, offered
Create And
with humor and
Dominate Markets
irreverence, provides
readers a different
path for creating a
culture of high
performance and
profitability.

Powerful will change
how you think about
work and the way a

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business should be
And Innovators
run.

*Create And
Dominate Markets*
In today's world, it's
no longer enough to
create great new
products; rather
companies now must
create whole new
categories that
destroy old ones.
Uber created a new
personal

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And Innovators
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Dominate Markets

*transportation
category and
destroyed taxis and
limos. Salesforce.com
created a new
category of cloud-
base sales
automation,
dethroning the old
CRM industry.*

*Airbnb, Workday,
Tesla and Netflix are*

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And Innovators
Create And
Dominate Markets

*all winning by
creating entirely new
business categories
that destabilise old*

*ones. The category is
the new strategy. The
conclusion: If you
want to build a
legendary company,
you need to design
and build a
legendary category at*

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the same time, and
And Innovators
dominate it over time.
Create And
Your company needs
Dominate Markets
to be a Category
King. And if you
don't design a
Category King, you're
creating a failure.
Drawing on examples
from within and
beyond our own
practice, PLAY

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And Innovators
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BIGGER shows both entrepreneurs and established enterprises how to define, develop and rule a category over time.

If you want to be a VC, but don't know where to start? If you are young and want to explore investment

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in technology? If you
And Innovators
are just someone
Create And
wanting to be the boss
Dominate Markets
of your industry?

*This book will guide
your way. The book
featured exclusive
stories with some of
the top venture
capitalists. They were
featured on the
Forbes Midas List.*

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*The investors invested
in companies like
Facebook, Twitter,
Apple, Snapchat,
Salesforce, Linkedin,
eBay, Twitch and
many other iconic
companies. This book
is a collection on how
investors get into
investing. - How did
they raise funds? -*

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*How did they build
up relationships with
their peers and
entrepreneurs? - How
did they discover and
invest in some of the
most iconic
companies? #Angel
investor #B2B
#Benchmark #Board
of directors
#Bootstrapped*

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And Innovators
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*#Bridge loan #Buyout
#Capital #Capital
under management
#Capped notes
#Convertible debt
#Debt financing
#Disruption #Due
diligence #Enterprise
#Entrepreneur
#Entrepreneur in
residence (#EIR)
#Equity financing*

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And Innovators
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*#Exit #Fund of funds
#Ground floor
#Incubator #IPO
#Lead investor
#Leveraged buyout
#Liquidation
#Mezzanine
financing #NDA
#Pivot #Portfolio
company #Preferred
stock #Proof of
concept #Pro rata*

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Pirates, Dreamers,
rights
And Innovators
#Recapitalization
#ROI #Round #SaaS
#Seed #Secondary
public offering
#Sector #Series
#Stage #Startup
#Term sheet
#Valuation #Venture
capital #Venture
capitalist #Vesting
*National Bestseller **

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And Innovators
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*New York Times
Editors' Choice *
Financial Times
"Books to Read in
2022" "A gripping
account of PayPal's
origins and a vivid
portrait of the geeks
and contrarians who
made its meteoric rise
possible" (The Wall
Street*

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Pirates, Dreamers,
Journal)—including
And Innovators
*Elon Musk, Amy
Rowe Klement, Peter
Thiel, Julie*

Anderson, Max

Levchin, Reid

*Hoffman, and many
others whose stories
have never been*

*shared. Today,
PayPal's founders
and earliest*

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Pirates, Dreamers,
employees are
And Innovators
considered the
Create And
technology industry's
Dominate Markets
most powerful

network. Since
leaving PayPal, they
have formed,
funded, and advised
the leading
companies of our
era, including Tesla,
Facebook, YouTube,

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Pirates, Dreamers,
SpaceX, Yelp,
Palantir, and
LinkedIn, among
many others. As a
group, they have
driven twenty-first-
century innovation
and entrepreneurship.
Their names stir
passions; they're as
controversial as they
are admired. Yet for

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And Innovators
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Dominate Markets

*all their influence,
the story of where
they first started has
gone largely untold.*

*Before igniting the
commercial space
race or jumpstarting
social media's rise,
they were the
unknown creators of
a scrappy online
payments start-up*

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called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was

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anything but certain.
And Innovators
In The Founders: The
Create And
Story of PayPal and
Dominate Markets
the Entrepreneurs

*Who Shaped Silicon
Valley, award-
winning author and
biographer Jimmy
Soni explores
PayPal's turbulent
early days. With
hundreds of*

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interviews and
And Innovators
unprecedented access
Create And
to thousands of pages
Dominate Markets
of internal material,
he shows how the
seeds of so much of
what shapes our
world today—fast-
scaling digital start-
ups, cashless
currency concepts,
mobile money

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transfer—were
And Innovators
planted two decades
Create And
ago. He also reveals
Dominate Markets
the stories of

*countless individuals
who were left out of
the front-page
features and banner
headlines but who
were central to
PayPal's success.*

Described as “an

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intensely magnetic
And Innovators
chronicle” (The New
Create And
York Times) and
Dominate Markets
“engrossing”

*(Business Insider),
The Founders is a
story of iteration and
inventiveness—the
products of which
have cast a long and
powerful shadow
over modern life.*

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And Innovators
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This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

A simple, powerful idea that's reinventing the way smart, adaptive companies

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*do business. Most
businesses follow the
same basic formula:
create a product or
service, sell it, and
collect money. What
Lisa Gansky calls
"Mesh" businesses
throw this model out
the window. Instead,
these companies use
social media, wireless*

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networks, and data
And Innovators
crunched from every
Create And
available source to
Dominate Markets
provide people with
goods and services at
the exact moment
they need them,
without the burden
and expense of
owning them outright.
The Mesh gives
companies a better

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*understanding of
what customers really
want. Already,
hundreds of
successful Mesh
companies are
redefining how we
interact with the
people, goods, and
services in our lives.
These businesses are
easier to start and*

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spreading like
And Innovators
wildfire, from bike
Create And
sharing and home
Dominate Markets
exchanges to peer-to-
peer lending, energy
cooperatives, and
open source design.
Consider: • ZipCar
profits from
streamlined car
sharing • Kickstarter
connects artists with

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Pirates, Dreamers,
funding from
And Innovators
enthusiastic
Create And
supporters • Music
Dominate Markets
Gym makes finding a
recording studio as
easy as joining a gym
The Mesh reveals the
next wave of
information-enabled
commerce, showing
readers how to plug
in and profit.

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Superconsumers
And Innovators
How Rebels and
Innovators Create
New Categories and
Dominate Markets
How Smart
Companies Design
the Product Around
the Price
The Book of Buried
Treasure
One Percent Better

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Monetizing
And Innovators
Innovation
Create And
How to Be a Vc
Dominate Markets

Supercharge your
success by
answering the one
question everyone
cares about, So
What?: How to
Communicate What
Really Matters to
Your Audience
contains practical

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And Innovators
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techniques,
examples, and
exercises proven
with thousands of
winning
salespeople,
straight from Mark
Magnacca, one of
the world's leading
sales consultants.
It's tough, but
true—the people
you're trying to
communicate with,

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sell to, or convince, don't really care about you. Nor do they care what you're offering them—until they understand exactly how it'll benefit them. If you recognize that one hard, cold fact—and you know what to do about it—you'll make more money,

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achieve greater
success, and even
have more fun!

Magnacca shows
you how to answer
the "So What?"
question brilliantly,
every time—no
matter who's asking
it or what you're
trying to achieve.
This book will
transform the way
you communicate:

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And Innovators
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You'll use it every
day to get what you
want—in business

and in life!

In today's world, it's
no longer enough to
create great new
products; rather
companies now
must create whole
new categories that
destroy old ones.

Uber created a new
personal

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transportation
category and
destroyed taxis and
limos.
Salesforce.com
created a new
category of cloud-
base sales
automation,
dethroning the old
CRM industry.
Airbnb, Workday,
Tesla and Netflix are
all winning by

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Destabilise Markets.

The category is the
new strategy. The
conclusion: If you
want to build a
legendary company,
you need to design
and build a
legendary category
at the same time,
and dominate it over

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time. Your company
needs to be a
Category King. And
if you don't design a
Category King,
you're creating a
failure. Drawing on
examples from
within and beyond
our own practice,
CATEGORY KINGS
shows both
entrepreneurs and
established

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enterprises how to
define, develop and
rule a category over
time.
A Fresh and
Important New Way
to Understand Why
We Buy Why did the
RAZR ultimately ruin
Motorola? Why does
Wal-Mart dominate
rural and suburban
areas but falter in
large cities? Why

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did Starbucks
stumble just when it
seemed
unstoppable? The
answer lies in the
ever-present tension
between fidelity (the
quality of a
consumer's
experience) and
convenience (the
ease of getting and
paying for a
product). In Trade-

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Pirates, Dreamers,
Off, Kevin Maney
And Innovators
shows how these
conflicting forces
determine the
success, or failure,
of new products and
services in the
marketplace. He
shows that almost
every decision we
make as consumers
involves a trade-off
between fidelity and
convenience—betwe

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en the products we
love and the
products we need.

Rock stars sell out
concerts because
the experience is
high in fidelity--it
can't be replicated
in any other way,
and because of that,
we are willing to
suffer
inconvenience for
the experience. In

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contrast, a
downloaded MP3 of
a song is low in
fidelity, but
consumers buy
music online
because it's
superconvenient.
Products that are at
one extreme or the
other—those that are
high in fidelity or
high in
convenience--tend

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And Innovators
to be successful.
The things that fall
into the
middle--products or
services that have
moderate fidelity
and
convenience--fail to
win an enthusiastic
audience. Using
examples from
Amazon and Disney
to People Express
and the invention of

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the ATM, Maney demonstrates that the most successful companies skew their offerings to either one extreme or the other--fidelity or convenience--in shaping products and building brands. From the Hardcover edition.

Surprising rules for successful

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monetization
Innovation is the
most important
driver of growth.
Today, more than
ever, companies
need to innovate to
survive. But
successful innovatio
n—measured in
dollars and cents—is
a very hard target to
hit. Companies
obsess over being

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creative and
And Innovators
innovative and
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spend significant
Dominate Markets
time and expense in
designing and
building products,
yet struggle to
monetize them: 72%
of innovations fail to
meet their financial
targets—or fail
entirely. Many
companies have
come to accept that

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a high failure rate,
and the billions of
dollars lost

annually, is just the
cost of doing
business.

Monetizing
Innovations argues
that this is tragic,
wasteful, and wrong.
Radically improving
the odds that your
innovation will
succeed is just a

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matter of removing
the guesswork. That
happens when you
put customer
demand and
willingness to pay in
the driver
seat—when you
design the product
around the price.
It's a new paradigm,
and that opens the
door to true game
change: You can

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And Innovators
stop hoping to
monetize, and start
knowing that you
will. The authors at
Simon Kucher know
what they're talking
about. As the
world's premier
pricing and
monetization
consulting services
company, with 800
professionals in 30
cities around the

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globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In *Monetizing Innovation*, they distil the lessons of thirty years and over 10,000 projects into a practical, nine-

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step approach.
Whether you are a
CEO, executive
leadership, or part
of the team
responsible for
innovation and new
product
development, this
book is for you, with
special sections and
checklist-driven
summaries to make
monetizing

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innovation part of
your company's
DNA. Illustrative
case studies show
how some of the
world's best
innovative
companies like
LinkedIn, Uber,
Porsche, Optimizely,
Draeger, Swarovski
and big
pharmaceutical
companies have

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used principles
outlined in this
book. A direct
challenge to the
status quo "spray
and pray" style of
innovation,
Monetizing
Innovation presents
a practical approach
that can be adopted
by any organization,
in any industry.
Most monetizing

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innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. Monetizing Innovation presents a new way forward, and a clear promise: Go from hope to certainty.

From the marketing

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strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been

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helping companies
create new product
categories ever
since. Now she
reveals the winning
framework she uses
to transform
markets and
industries. Get to
Aha! shows how to
establish the kind of
foundation world-
class brands are
built on. Too many

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business leaders fail to ask the most basic questions about their company—Who are we? And why do we matter?—before they leap right into branding. Big mistake. A company must first know itself (establish its position) before it can express its

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identity (execute its branding). There are three types of companies in the world, each with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented?and it's absolutely critical for business

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leaders to know
which type their
company is to
create an authentic
and ultimately
"sticky" position in
the market. A
company's DNA is
the key to achieving
this and with it, a
competitive
advantage. Why?
Because if a
Mechanic creates a

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marketing campaign
based on its belief
that it is a
Missionary, the
underlying
positioning will not
ring true and the
company won't gain
a foothold in the
market. But if a
company positions
itself in alignment
with its DNA, it will
resonate

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authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine your company's precise position in the marketing landscape, using Andy's DNA-based

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methodology. It takes you through the process of performing “genetic testing” on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about

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your company's
role and relevance.

Then and only then
can you create a
branding and
marketing strategy
that will build
market momentum
and crush the
competition. Trust
Andy. Steve Jobs
did.

Taking Personal
Initiative to Ignite

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Change, And Innovators
The Ideas That
Shaped a Century
And a Company
Powerful
The Lean
Entrepreneur
Why Some Things
Catch On, and
Others Don't
The Story of Paypal
and the
Entrepreneurs Who
Shaped Silicon

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Valley
And Innovators
Unscaled

The founders of a
respected Silicon
Valley advisory firm
study legendary
category-creating
companies and reveal
a groundbreaking
discipline called
category design.
Winning today isn't
about beating the

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competition at the old
game. It's about
inventing a whole new
game—defining a new
market category,
developing it, and
dominating it over
time. You can't build
a legendary company
without building a
legendary category. If
you think that having
the best product is all

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it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings" companies such as Amazon,

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Salesforce, Uber, and
And Innovators
IKEA—that give us
Create And
new ways of living,
Dominate Markets
thinking or doing
business, often solving
problems we didn't
know we had. In Play
Bigger, the authors
assemble their
findings to introduce
the new discipline of
category design. By
applying category

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design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers.

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Crossing the Chasm
revolutionized how
we think about new
products in an existing
market. The
Innovator's Dilemma
taught us about
disrupting an aging
market. Now, Play
Bigger is transforming
business once again,
showing us how to
create the market

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itself.

Felix Dennis is an
expert at proving
people wrong. Starting
as a college dropout
with no family money,
he created a
publishing empire,
founded Maxim
magazine, made
himself one of the
richest people in the
UK, and had a blast in

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the process. How to
Get Rich is different
from any other book
on the subject because
Dennis isn't selling
snake oil, investment
tips, or motivational
claptrap. He merely
wants to help people
embrace
entrepreneurship, and
to share lessons he
learned the hard way.

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He reveals, for example, why a regular paycheck is like crack cocaine; why great ideas are vastly overrated; and why "ownership isn't the important thing, it's the only thing."

A practical guide to the new economy that is transforming the way we live, work,

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and play. Uber.
Airbnb. Amazon.
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Apple. PayPal. All of
these companies
disrupted their
markets when they
launched. Today they
are industry leaders.
What's the secret to
their success? These
cutting-edge
businesses are built on
platforms: two-sided

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markets that are
revolutionizing the
way we do business.

Written by three of the
most sought-after
experts on platform
businesses, Platform
Revolution is the first
authoritative, fact-
based book on
platform models.

Whether platforms are
connecting sellers and

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buyers, hosts and
visitors, or drivers
with people who need
a ride, Geoffrey G.

Parker, Marshall W.

Van Alstyne, and

Sangeet Paul

Choudary reveal the
what, how, and why
of this revolution and
provide the first

“owner’s manual” for
creating a successful

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platform business.
Platform Revolution
teaches newcomers
how to start and run a
successful platform
business, explaining
ways to identify prime
markets and monetize
networks. Addressing
current business
leaders, the authors
reveal strategies
behind some of

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today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while

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And Innovators
Create And
Dominate Markets

examining markets that may be ripe for a platform revolution, including healthcare, education, and energy.

As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide, Platform

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Revolution charts out
the brilliant future of
platforms and reveals
how they will

irrevocably alter the
lives and careers of
millions.

Play BiggerHow
Pirates, Dreamers, and
Innovators Create and
Dominate
MarketsHarperCollins
With must-have

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And Innovators
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updates, a new edition
of the bestselling
method that shows
how anyone can turn
their one simple idea
into millions — without
lifting a finger!

Stephen Key is an
award-winning
inventor who has
licensed more than 20
product ideas. In
2011, he shared the

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And Innovators
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secrets to his success
in the bestselling book
One Simple Idea.

Since that time, many
changes have occurred
in the entrepreneurial
world. One Simple
Idea, Revised and
Expanded Edition has
been revised and
updated to reflect
current trends and
practices in the

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industry. In addition to teaching readers how to turn their ideas into marketable products that companies will want to license, Key expands upon his cutting-edge product development, sales, and negotiation strategies, making note of the new

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opportunities and
technologies available
to creative people
today. The book also
features real-life
success stories from
people who have used
the author's strategies.

Circle of Impact

Puppy Pirates #7: Lost
at Sea

The Founders

Trade-Off

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And Innovators
Oxcart
Create And
Dominate Markets
Finding Opportunities
in Huge Data Streams
with Advanced
Analytics
Winning with Data
*"The Lean
Entrepreneur"
banishes the "Myth
of the Visionary"
and shows you*

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*how you can
implement proven,
actionable
techniques to
create products
and disrupt
existing markets on
your way to
entrepreneurial
success. This
guide combines
the concepts of*

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*customer insight,
rapid
experimentation,
and actionable
data from the Lean
Startup
methodology to
allow individuals,
teams, or even
entire companies
to solve problems,
create value, and*

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*ramp up their
vision quickly and
efficiently.
Lessons from
HubSpot,
Salesforce,
Gainsight and
Other Iconic
Brands "The Uber
of this" "The
Salesforce of that"
"It's like Instagram,*

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And Innovators
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*but for..." There is
no such thing as
an original idea
anymore – right?*

*Actually, it turns
out that the world's
most innovative
companies have
created so much
more than just
brand new
products and*

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Pirates, Dreamers,
technology.

*They've created
entirely new
market categories.*

*The challenge is
that successfully
building new
categories requires
a perfect storm of
luck and timing. Or
does it? Category
Creation is the first*

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Dominate Markets

*and only book on
the topic written by
executives and
marketers actively
building new
categories. It
explains how
category creation
has become the
Holy Grail of
marketing, and
more importantly,*

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And Innovators
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Dominate Markets,
*how it can be
planned and
orchestrated. It's
not about luck. You
can use the same
tactics that other
category-defining
companies have
used to delight
customers,
employees, and
investors. There's*

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And Innovators
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*no better strategy
that results in
faster growth and
higher valuations
for the company on
top. Author
Anthony Kennada,
former Chief
Marketing Officer
at Gainsight,
explains how he
led Gainsight in*

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*creating the
“customer
success” category,
and shares
success stories
from fellow
category-creators
like Salesforce,
HubSpot and
others. It requires
much more than
just having the*

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*best product. You
have to start and
grow a
conversation that
doesn't yet exist,
positioning a newly
discovered
problem in addition
to your company
and product
offerings. The book
explains the 7 key*

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*principles of
category creation,
including the
importance of
creating a
community of early
adopters who will
rally around the
problem they all
share—especially
if someone will
lead them. .*

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*Identify the “go”
and “no go” signals
for category
creation in your
business · Activate
customers and
influencers as
brand
ambassadors ·
Grow a community
by investing in live
events and*

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And Innovators,
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*experiences .
Prove the impact
of category
creation*

*investments on
growth, customer
success, and
company culture
Written for
entrepreneurs,
marketers, and
executives from*

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And Innovators
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Dominate Markets

*startups to large
enterprises,
Category Creation
is the exclusive
playbook for
building a category
defining brand in
the modern
economy.
Explores the
science behind the
brain's ability to act*

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And Innovators
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*like a predictive
machine,
describing how
today's computers
and businesses
are being
developed with the
same predictive
capacities in order
to better anticipate
customer needs
and prevent*

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*potential problems.
A truly
unforgettable story
is defined by its
characters. Their
motivations, their
changes, their
actions compel us
to read on,
anxiously trying to
discern what will
happen next. In*

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And Innovators
Dynamic
Characters, award-
winning author and
Create And
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Writer's Digest
columnist Nancy
Kress explores the
fundamental
relationship
between
characterization
and plot,
illustrating how

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vibrant, well-constructed characters act as the driving force behind an exceptional story. Kress balances her writing instruction with hands-on checklists to help you build strong characters from the

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Pirates, Dreamers,
outside in.

*And Innovators
Create And
Dominate Markets*
Blending physical,
emotional and
mental

*characterization,
you'll learn to
create characters
that initiate exciting
action, react to
tense situations,
make physical and
emotional*

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And Innovators
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*transformations,
and power the plot
from beginning to
end.*

*How do markets
evolve? Why are
some innovations
picked up
straightaway whilst
others take years
to be
commercialized?*

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And Innovators
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*Are there first-
mover
advantages? Why
do we behave with
'irrational
exuberance' in the
early evolution of
markets as was
the case with the
dot.com
boom? Paul
Geroski is a*

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*leading economist
who has taught
economics to
business school
students,
managers, and
executives at the
London Business
School. In this
book he explains in
a refreshingly clear
style how markets*

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develop. In particular he stresses how the early evolution of markets can significantly shape their later development and structure. His purpose is to show how a good grasp of economics can

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*improve managers'
business and
investment
decisions. Whilst
using the
development of
the Internet as a
case in point,
Geroski also refers
to other sectors
and products, for
example cars,*

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television, mobile
phones, and
personal
computers. This
short book is an
ideal introduction
for managers,
MBA students, and
the general reader
wanting to
understand how
markets evolve.

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*So What?
Conversational
Marketing
And 39 Other
Winning Strategies
from Successful
Entrepreneurs
A Higher Standard
Disrupting Digital
Business
How AI and a New
Generation of*

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*Upstarts Are
Creating the
Economy of the
Future*

*The new truth in
marketing that will
transform your
brand and your
sales*

***"This book shares
how to instrument
a company and***

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***most importantly,
build an internal
culture that values
and uses data to
maximum effect"--
You receive an e-
mail. It contains an
offer for a
complete personal
computer system.
It seems like the
retailer read your
mind since you***

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***were exploring
computers on their
web site just a few
hours prior.... As
you drive to the
store to buy the
computer bundle,
you get an offer for
a discounted
coffee from the
coffee shop you
are getting ready
to drive past. It***

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***says that since
you're in the area,
you can get 10%
off if you stop by
in the next 20
minutes.... As you
drink your coffee,
you receive an
apology from the
manufacturer of a
product that you
complained about
yesterday on your***

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Facebook page, as well as on the company's web site.... Finally, once you get back home, you receive notice of a special armor upgrade available for purchase in your favorite online video game. It is just what is

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***needed to get past
some spots
you've been
struggling with....***

***Sound crazy? Are
these things that
can only happen in
the distant future?***

***No. All of these
scenarios are
possible today!***

Big data.

Advanced

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***analytics. Big data
analytics. It seems
you can't escape
such terms today.
Everywhere you
turn people are
discussing, writing
about, and
promoting big data
and advanced
analytics. Well,
you can now add
this book to the***

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***discussion. What
is real and what is
hype? Such
attention can lead
one to the
suspicion that
perhaps the
analysis of big
data is something
that is more hype
than substance.
While there has
been a lot of hype***

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over the past few years, the reality is that we are in a transformative era in terms of analytic capabilities and the leveraging of massive amounts of data. If you take the time to cut through the sometimes-over-zealous hype present in

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***the media, you'll
find something
very real and very
powerful
underneath it. With
big data, the hype
is driven by
genuine
excitement and
anticipation of the
business and
consumer benefits
that analyzing it***

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***will yield over
time. Big data is
the next wave of
new data sources
that will drive the
next wave of
analytic innovation
in business,
government, and
academia. These
innovations have
the potential to
radically change***

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***how organizations
view their
business. The
analysis that big
data enables will
lead to decisions
that are more
informed and, in
some cases,
different from what
they are today. It
will yield insights
that many can only***

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***dream about
today. As you'll
see, there are
many
consistencies with
the requirements
to tame big data
and what has
always been
needed to tame
new data sources.
However, the
additional scale of***

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***big data
necessitates
utilizing the
newest tools,
technologies,
methods, and
processes. The old
way of
approaching
analysis just won't
work. It is time to
evolve the world of
advanced***

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analytics to the next level. That's what this book is about. Taming the Big Data Tidal Wave isn't just the title of this book, but rather an activity that will determine which businesses win and which lose in the next decade.

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By preparing and taking the initiative, organizations can ride the big data tidal wave to success rather than being pummeled underneath the crushing surf. What do you need to know and how

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***do you prepare in
order to start
taming big data
and generating
exciting new
analytics from it?
Sit back, get
comfortable, and
prepare to find
out!***

Pork dorks.

Craftsters.

American Girl

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***fans. Despite their
different tastes,
these eclectic
diehards have a lot
in common:
they're obsessed
about a specific
brand, product, or
category. They
pursue their
passions with
fervor, and they're
extremely***

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***knowledgeable
about the things
they love. They
aren't average con-
sumers—they're
superconsumers.
Although small in
number,
superconsumers
can have an
outsized impact on
a company's
bottom line.***

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***Representing 10%
of total
consumers, they
can drive between
30% to 70% of
sales, and they're
usually willing to
spend
considerably more
than the average
consumer. And
because they're
so engaged and***

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***passionate, they
can offer
invaluable advice
to managers
looking to improve
their products,
change their
business models,
energize their
cultures, and
attract new
customers. In
Superconsumers,***

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***growth strategy
expert Eddie Yoon
lays out a simple
but extremely
effective
framework that
has helped
companies of all
types and sizes
achieve more
sustainable
growth: he'll show
you how to find,***

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***listen to, and
engage with your
most passionate
and profitable
consumers, and
then tailor your
decisions to meet
their wants and
needs. Along the
way, he'll let you
into the minds and
homes of
superconsumers***

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***of all kinds,
revealing what
makes them tick
and why they're
willing to spend so
much more than
other consumers.
Rich with data and
case studies of
companies that
have implemented
superconsumer
strategies with***

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And Innovators,
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***great success,
Superconsumers
is a fun, practical,
and inspiring
guide for anyone
interested in
making their best
customers even
better.***

***What does it take
to succeed today
both personally
and***

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***professionally? In
looking for
answers, one
obvious place to
start would be to
talk to self-made
men and women
who themselves
are successful.
That's exactly what
Michael W.
Sonnenfeldt—an
accomplished***

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***entrepreneur—has
done here in this
ground-breaking
book. Drawing on
the wisdom,
insight and
experience of
members of TIGER
21 (The Investment
Group for
Enhanced Results
in the 21st
Century), and***

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***supplementing
that with additional
research and
interviews,
Sonnenfeldt offers
real-world
guidance and
often counter-
intuitive advice
and conclusions.
Among the things
you'll learn are:
Why grit and focus***

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***trump intelligence
just about every
time. Why
having—and
listening to— a wise
mentor will create
shortcuts to
getting more done.
What you need to
do to avoid getting
in your own way.
And why.***

'Shirtsleeves to

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***shirtsleeves in
three generations'
can be avoided by
taking some
simple,
commonsense
steps. Think
BIGGER will
inspire you, no
matter where you
are in your
business career. It
will also show you***

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And Innovators
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***that the skills you
use to grow wealth
can be applied to
making the world a
better place. Your
success can
benefit others.***

Michael W.

***Sonnenfeldt is the
founder and
chairman of TIGER
21, the premier
peer-to-peer***

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And Innovators,
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***learning network
for high-net-worth
first generation
wealth creators in
North America and
London. He is an
accomplished
serial
entrepreneur,
philanthropist and
most excited that
all of his proceeds
from this book will***

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**support the TIGER
21 Foundation for
young
entrepreneurs.**

***The Book of
Buried Treasure is
a historical
account of pirates
and piracy,
containing true
stories of some of
the most notorious
buccaneers, their***

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***heists and
robberies and the
pirate gold that is
lost forever. The
book is written by
American
journalist and
adventurer Ralph
D. Paine who was
indicted for piracy
with a capital
crime, after sailing
on a boat that was***

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smuggling
munitions. _x000D_

Table of

Contents: _x000D_

**The World-Wide
Hunt for Vanished
Riches _x000D_**

**Captain Kidd in
Fact and**

Fiction _x000D_

**Captain Kidd, His
Treasure _x000D_**

Captain Kidd, His

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***Trial, and
Death_x000D_ The
Wondrous Fortune
of William
Phips_x000D_ The
Bold Sea Rogue,
John
Quelch_x000D_
The Armada
Galleon of
Tobermory
Bay_x000D_ The
Lost Plate Fleet of***

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***Vigo_x000D_ The
Pirates' Hoard of
Trinidad_x000D_
The Lure of Cocos
Island_x000D_ The
Mystery of the
Lutine
Frigate_x000D_
The Toilers of the
Thetis_x000D_ The
Quest of El
Dorado_x000D_
The Wizardry of***

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Sundry Pirates and
Their
Booty
Practical Hints for
Treasure Seekers
Dynamic
Characters
The Two-Second
Advantage
50 Powerful
Lessons That Will*

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**Change Your
Business... and
Change Your Life
Transform Your
Culture, Empower
Your People, and
Shape the Future
Think Bigger
The Evolution of
New Markets
Platform
Revolution: How
Networked**

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***Markets Are
Transforming the
Economy and How
to Make Them
Work for You***

Can your software
sell itself?

Convention and the
trillion-dollar sales
industry claim that
it's impossible for
your product to sell

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itself. Yet successful
software businesses
like Slack, Dropbox,
Atlassian, and

HubSpot make
millions selling to
customers who never
once reached out to a
sales rep. In Product-
Led Growth: How to
Build a Product That
Sells Itself, growth

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consultant Wes Bush
challenges the
traditional SaaS
marketing and sales

playbook and
introduces a
completely new way
to sell products.

Bush reveals how
your product--not
expensive sales
teams--can be the

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main vehicle to
acquire, convert, and
retain customers. In
this step-by-step
guide to Product-Led
Growth, Bush
explains: Why you
should flip the
traditional sales
process on its head
and turn your
product into a sales

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machine; How to
decide whether your
business should use
a free trial,

freemium, or hybrid
model; How to turn
free users into
happy, paying
customers. History
tells us that "how"
you sell is just as
important as "what"

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you sell. Blockbuster
couldn't compete
with Netflix by
selling the same
digital content, and
you need to decide
"when" not "if"
you'll innovate on
the way you sell.
Are you going to be
product-led? Or will
you be disrupted,

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too?

And Innovators
Create And
Dominate Markets

Unscaled identifies
the forces that are
reshaping the global
economy and turning
one of the
fundamental laws of
business and
society--the
economies of
scale--on its head.

An innovative trend

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combining
technology with
economics is
unraveling behemoth
industries--including
corporations, banks,
farms, media
conglomerates,
energy systems,
governments, and
schools-that have
long dominated

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business and society.
Size and scale have
become a liability. A
new generation of
upstarts is using
artificial intelligence
to automate tasks
that once required
expensive
investment, and
"renting" technology
platforms to build

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Dominate Markets
businesses for hyper-
focused markets,
enabling them to
grow big without the
bloat of giant
organizations. In
Unscaled, venture
capitalist Hemant
Taneja explains how
the unscaled
phenomenon
allowed Warby

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Parker to cheaply
and easily start a
small company,
build a better

product, and become
a global competitor
in no time, upending
entrenched eyewear
giant Luxottica. It
similarly enabled
Stripe to take on
established payment

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Pirates, Dreamers,
processors
And Innovators
throughout the
world, and Livongo
Dominate Markets
to help diabetics
control their disease
while
simultaneously
cutting the cost of
treatment. The
unscaled economy is
remaking massive,
deeply rooted

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industries and
And Innovators
opening up fantastic
Create And
possibilities for
Dominate Markets
entrepreneurs,
imaginative
companies, and
resourceful
individuals. It can be
the model for
solving some of the
world's greatest
problems, including

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climate change and
soaring health-care
costs, but will also
unleash new

challenges that
today's leaders must
address.

We are no longer an
economy of products
and services. The
digital
transformation

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demands that we
focus our attention
on experiences and
outcomes. Business

leaders and their
organizations must
shift to keeping
promises—no matter
how their customers
interact with them.
But organizations no
longer control the

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conversation. In this
era of social and
mobile technology,
customers,

employees,
suppliers, and
partners are in direct
communication with
one another. Those
personal networks
and the brands
they're passionate

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about influence their
decision making and
their spending. The
workforce has

changed too.

Employees expect to
be able to determine
when and how they
will work, the
technology they'll
use, and the values
their company will

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espouse.

And Innovators
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Organizations can
take part in this
conversation only if
they recognize how
and where it's
happening. Resisting
these changes will
leave executives,
managers, and their
companies
powerless.

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Organizations must pivot with and ahead of these social, organizational, and technological shifts or risk being left behind. Technology guru Ray Wang shows how organizations can surf the waves of change—how they

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can keep their
promises. Current
trends, when taken
seriously, require a

new way of thinking
about business that
includes five key
areas: 1.

Consumerization of
technology and the
new C-suite 2.

Data's influence in

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driving decisions 3.
Digital marketing
transformation 4.
The future of work

5. Matrix commerce
Digital disruption
has changed how we
do our work. But by
mastering these
trends you'll delight
your customers with
every interaction.

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Become a
millionaire by
learning from
millionaires An

Eventual Millionaire
is someone who
knows they will be a
millionaire,
eventually. But they
want to do it on their
own terms—with an
enjoyable life and an

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enjoyable business.
Eventual
Millionaires are
everywhere, from
the airplane pilot
looking to start his
own business for
more freedom and
money to a student
looking to start her
life on the right foot
to a successful

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Pirates, Dreamers,
business owner
And Innovators
needing inspiration
Create And
and wondering how
Dominate Markets
to take her business
to the next level.

There are many
ways to become a
millionaire, but
research has often
shown that creating
your own business is
one of the best ways

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to build wealth. The
Eventual Millionaire
will lay the
foundation for those
looking to start their
own business and
work their way
toward financial
independence and a
fulfilled life.

Contains the insights
of more than 100

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Pirates, Dreamers,
millionaires and
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their various
Create And
experiences Written
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by Jaime Tardy,
founder of eventual
millionaire.com and
a business coach for
entrepreneurs A
companion website
includes an
"Eventual
Millionaire Starter

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Kit" with
And Innovators
worksheets, business
Create And
plan documents, and
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much more We all

want to be
successful and enjoy
financial security,
but we might not
know how or don't
think we can do it.

The Eventual
Millionaire will

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And Innovators
show you what it
takes.

We are in an
unprecedented
transition in human
history. The way
societies and
organizations have
developed over the
past two millennia
has run its course.

With the advent of

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the digital age, we
have the tools,
knowledge, and
resources to act upon
our desires to create,
innovate, and
collaborate in ways
not available to
anyone—before now.
Transformation has
everything to do
with how we give of

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ourselves to one
another and the
difference that
makes. It is about

how we live
together, work
together, change
together, and lead
together. Part of this
transition is the
transformation of
human purpose. Do

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we define ourselves
by the roles that we
serve in institutions?
Or, do we define
ourselves by the
impact we seek to
create? Your
personal circle of
impact is not about
what you want to
have, but what we
can create—together.

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The Mesh
And Innovators
Humanizing B2B
Create And
Why the Future of
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Business Is Sharing
Lean from Top
Silicon Valley
Investors on How
They Become Vcs
Play Bigger
How Pirates,
Dreamers, and
Innovators Create

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and Dominate
And Innovators
Markets
Create And
How the World's
Dominate Markets
Fastest Growing
Companies Use
Chatbots to Generate
Leads 24/7/365 (and
How You Can Too)
*Traction. Startups Need
It. Learn How To Get It.
Vision, groundbreaking
ideas, total*

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Pirates, Dreamers,
*commitment, and
boundless enthusiasm
characterize most
startups, but they
require capital to go
from promising product
to scalable business.
More than 80 percent
of all early-stage
startups fail. Most of
them can build a
product, but the vast
majority stumble when
it comes time to take*

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*those products to
market due to poor
“market engineering”
skills. Traversing the
Traction Gap exposes
the reasons behind that
scary failure rate and
provides a prescriptive
how-to guide, focused
specifically on market
engineering techniques,
so startups can succeed.
The go-to-market
hurdle is*

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insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity.

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Crossed the
Gap is a practical
guidebook for
dominating the
markets
tumultuous early life of
a startup. Based on real-
life examples, the
advice from Cleveland
and the members of the
Wildcat Venture
Partners team provides
a roadmap and metrics
for succeeding where
others have failed.

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*Thomas Watson, Sr.
and the Making of IBM
The Eventual
Millionaire*
*Get to Aha!: Discover
Your Positioning DNA
and Dominate Your
Competition*
*A Simple, Speedy, and
Sustainable Path to
Superior Growth*
*Create an Authentic
Experience in the Peer-
to-Peer Economy*

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