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Field Guide To The Startup

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Lost And Founder
A Painfully Honest
Field Guide To The
Startup World

If you've ever felt like you suck at

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marketing, you're not alone.

Survive and thrive in today's digital world. Let's face it, marketing today is really, really hard. From the explosion of digital advertising options to the thousands of martech tools out there on the market, it's

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virtually impossible to stay on top of it all. Even more challenging is the deluge of analytics available, leaving marketers swimming in data but thirsting for knowledge. But you don't have to feel like you suck at marketing. Join award-winning

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marketing leader Jeff Perkins as he examines how to avoid the pitfalls and survive in today's ever-changing marketing landscape. Focusing on essential skills for modern marketers, How Not to Suck at Marketing prepares you to:

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- Create a focused marketing program that drives results -
- Collaborate effectively with the key stakeholders - Assemble a high-performing marketing team - Define and nurture your company (and personal) brand - Build a focused

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career and find the right job for you
Digital tools allow us to track
immediate results, but marketing
has always been about the long
game. Tackle your marketing
strategy and build a focused career
with this practical guide.

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Inspired by the website that the New York Times hailed as "redefining mourning," this book is a fresh and irreverent examination into navigating grief and resilience in the age of social media, offering comfort and community for coping

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with the mess of loss through candid original essays from a variety of voices, accompanied by gorgeous two-color illustrations and wry infographics. At a time when we mourn public figures and national tragedies with hashtags,

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where intimate posts about loss go viral and we receive automated birthday reminders for dead friends, it's clear we are navigating new terrain without a road map. Let's face it: most of us have always had a difficult time talking about death

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and sharing our grief. We're awkward and uncertain; we avoid, ignore, or even deny feelings of sadness; we offer platitudes; we send sympathy bouquets whittled out of fruit. Enter Rebecca Soffer and Gabrielle Birkner, who can help

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us do better. Each having lost
parents as young adults, they co-
founded Modern Loss, responding
to a need to change the dialogue
around the messy experience of
grief. Now, in this wise and often
funny book, they offer the insights

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of the Modern Loss community to help us cry, laugh, grieve, identify, and—above all—empathize. Soffer and Birkner, along with forty guest contributors including Lucy Kalanithi, singer Amanda Palmer, and CNN's Brian Stelter, reveal

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their own stories on a wide range of topics including triggers, sex, secrets, and inheritance.

Accompanied by beautiful hand-drawn illustrations and witty "how to" cartoons, each contribution provides a unique perspective on

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loss as well as a remarkable life-affirming message. Brutally honest and inspiring, Modern Loss invites us to talk intimately and humorously about grief, helping us confront the humanity (and mortality) we all share. Beginners welcome.

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Fighting to rebuild her life after shattering losses, Auburn Reed is unexpectedly attracted to an enigmatic artist only to discover that the object of her affections is hiding threatening secrets from his past. By the #1 New York Times best-

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selling author of Slammed. Original.
Chuck Feeney was born in
Elizabeth, New Jersey, to a blue-
collar Irish-American family during
the Depression. After service in the
Korean War, he made a fortune as
founder of Duty Free Shoppers, the

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world's largest duty-free retail chain. By 1988, he was hailed by Forbes Magazine as the twenty-fourth richest American alive. But secretly Feeney had already transferred all his wealth to his foundation, Atlantic Philanthropies.

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Only in 1997 when he sold his duty free interests, was he “outed” as one of the greatest and most mysterious American philanthropists in modern times. After going “underground” again, he emerged in 2005 to cooperate on a

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biography promoting giving while
living. Now in his mid-seventies,
Feeney is determined his
foundation should spend down the
remaining \$4 billion in his lifetime.
Creating a Business That Can
Thrive Without You

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Finding Freedom

Losing the Signal

Remote

A Poem, In Twelve Books. 2

The Giver

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"Scaling Lean offers an

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***invaluable blueprint for
modeling startup success.***

***You'll learn the essential
metrics that measure the
output of a working business
model, give you the pulse of
your company, communicate
its health to investors, and***

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***enable you to make precise
interventions when things go
wrong, "--Amazon.com.***

***The real story of what it takes
to risk it all and go for broke.
Conventional wisdom says
most startups need to be in
Silicon Valley, started by***

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***young engineers around a
sexy new idea, and backed by
VC funding. But as Mikkel
Svane reveals in Startupland,
the story of founding Zendesk
was anything but conventional.
Founded in a Copenhagen loft
by three thirty-something***

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**friends looking to break free
from corporate doldrums,
Zendesk Inc. is now one of the
hottest enterprise software
companies, still
rapidly growing with
customers in 150 countries.
But its success was anything**

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but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves

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***and their families to travel
across the world to California
and the unknown, and how
the three friends were
miraculously still together for
Zendesk's IPO and (still
growing) success. Much like
Zendesk's mission itself—to***

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***remove friction, barriers, and
mystery in order to make
customer service easier
and more
approachable—Startupland
removes some of the myths
about startups and startup
founders. Mikkel's***

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***advice, hard-won through
experience, often bucks
conventional wisdom
and entrepreneurial tropes. He
shares why failure (whether
fast or slow) is awful, why a
seemingly boring product or
idea can be the most exciting,***

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why giving back to the community is as important as the bottom line. From how to hire right (look for people who aren't offended by swearing) to which personas generate the highest response rates, Mikkel answers the

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***most pressing questions from
the perspective of someone
still in the trenches and
willing to share the hard truth,
warts and all. While there are
books by consultants who tell
you how to build businesses, or
by entrepreneurs now running***

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billions-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the

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***reason why they all went on
the adventure in the first
place. Startupland is
indispensable reading for
all entrepreneurs who want to
make their ideas the next big
thing. The book will inspire
and empower you to follow***

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***your own dream and create
your own story.***

***"A critical read for any leader
to understand our changing
times." — Charles Adler,
founder, Kickstarter. Discover
how to thrive in an
unpredictable world. Turn***

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***adaptability into a competitive
advantage. An approach to
innovation that challenges
traditional change
management theories with
down-to-earth lessons, tips
and actionable exercises.
“A gothic and elegant page-***

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turner.”—The Boston Globe

Twenty years ago, Jane Hudson fled the Heart Lake School for Girls in the Adirondacks after a terrible tragedy. The week before her graduation, in that sheltered wonderland, three lives were

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taken, all victims of suicide.

Only Jane was left to carry the burden of a mystery that has stayed hidden in the depths of Heart Lake for more than two decades. Now Jane has returned to the school as a Latin teacher, recently

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**separated and hoping to make
a fresh start with her young
daughter. But ominous
messages from the past
dredge up forgotten
memories. And young,
troubled girls are beginning
to die again-as piece by piece**

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*the shattering truth slowly
floats to the surface. . . .*

The Road of Lost Innocence
Blue Ocean Strategy,
Expanded Edition
Stretch for Change
A Novel
Office Not Required

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***How Chuck Feeney Secretly
Made and Gave Away a
Fortune***

How to Start a Startup

*New startups are created every day
around the world, with many
founders dreaming of millions of
users and billions of dollars. But the*

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harsh reality is that very few will succeed. How can entrepreneurs stack the odds in their favor? By learning from the experiences of startup founders, executives, and investors who've been there before. That's exactly what "How to Start a Startup" provides, sharing essential

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lessons from 25+ Silicon Valley insiders who've faced the challenges of starting a new business and come out swinging. Based on a Stanford University course taught by Y Combinator (the prestigious startup accelerator behind companies like Dropbox and Airbnb), this in-depth

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*reference guide features advice from
World experts like: - Reid Hoffman,
LinkedIn co-founder - Dustin
Moskovitz, Facebook co-founder -
Paul Graham, Y Combinator co-
founder - Marc Andreessen and Ben
Horowitz, co-founders of Netscape
and Andreessen Horowitz venture*

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capital firm - Peter Thiel, co-founder
of PayPal and Founders Fund, early
Facebook investor - Ben Silbermann,
Pinterest co-founder and CEO
Nominated as "Book of the Year" by
Product Hunt (the leading Silicon
Valley community for discovering the
best new products), "How to Start a

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Startup" reveals the secrets to raising money, building products users love, hiring a great team, getting press coverage, attracting customers, growing your business, and more. No matter what type of product you're creating (web, mobile, hardware, online-to-offline, etc.) or

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what audience you're targeting (consumers or the enterprise), this playbook will give you all the information necessary to launch and scale a successful startup. This book was created independently by the publishers and all net proceeds will go to support charitable causes

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*promoting wider access to
opportunity for all.*

Instant #1 New York Times

Bestseller Winner of the National

Book Critics Circle Award for

Nonfiction Winner of the Stowe Prize

Winner of 2022 Hillman Prize for

Book Journalism PEN America 2022

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*John Kenneth Galbraith Award for
Nonfiction Finalist A New York
Times 10 Best Books of 2021 A Time
10 Best Nonfiction Books of 2021
Named a Best Book of 2021 by The
New York Times, The Washington
Post, The Boston Globe, The
Economist, Smithsonian, Esquire,*

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*Entropy, The Christian Science
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Public Library One of GQ's 50 Best
Books of Literary Journalism of the*

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*21st Century Longlisted for the
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Times, Best Nonfiction Gift One of
President Obama's Favorite Books of
2021 This compelling #1 New York
Times bestseller examines the legacy
of slavery in America—and how both
history and memory continue to*

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*shape our everyday lives. Beginning
in his hometown of New Orleans,
Clint Smith leads the reader on an
unforgettable tour of monuments and
landmarks—those that are honest
about the past and those that are
not—that offer an intergenerational
story of how slavery has been central*

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in shaping our nation's collective history, and ourselves. It is the story of the Monticello Plantation in Virginia, the estate where Thomas Jefferson wrote letters espousing the urgent need for liberty while enslaving more than four hundred people. It is the story of the Whitney

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Plantation, one of the only former plantations devoted to preserving the experience of the enslaved people whose lives and work sustained it. It is the story of Angola, a former plantation-turned-maximum-security prison in Louisiana that is filled with Black men who work across the

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18,000-acre land for virtually no pay.
And it is the story of Blandford
Cemetery, the final resting place of
tens of thousands of Confederate
soldiers. A deeply researched and
transporting exploration of the
legacy of slavery and its imprint on
centuries of American history, How

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the Word Is Passed illustrates how some of our country's most essential stories are hidden in plain view—whether in places we might drive by on our way to work, holidays such as Juneteenth, or entire neighborhoods like downtown Manhattan, where the brutal history

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of the trade in enslaved men, women, and children has been deeply imprinted. Informed by scholarship and brought to life by the story of people living today, Smith's debut work of nonfiction is a landmark of reflection and insight that offers a new understanding of the hopeful

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role that memory and history can
play in making sense of our country
and how it has come to be.

*Now in an expanded hardcover
edition with new stories—the New
York Times bestseller from the
founder of To Write Love on Her
Arms! In 2006 Jamie Tworkowski*

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wrote a story called "To Write Love on Her Arms," about helping a friend through her struggle with drug addiction, depression, and self-injury. The piece was so hauntingly beautiful that it quickly went viral, giving birth to a non-profit organization of the same name. Now,

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To Write Love on Her Arms

(TWLOHA) is an internationally recognized leader in suicide prevention and a source of hope, encouragement, and support for people worldwide. If You Feel Too Much is a celebration of hope, wonder, and what it means to be

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human. From personal stories of struggling on days most people celebrate to words of strength and encouragement in moments of loss, the essays in this book invite readers to believe that it's okay to admit to pain and okay to ask for help. If You Feel Too Much is an important book

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from one of this generation's most important voices.

One morning in Singapore a respected, Chinese patriarch, head of a large household of three wives and many children, takes a walk by a cemetery. There, a young village egg-seller, Silver Frond, is amusing

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*herself with a comic song-and-dance
act about him. The meeting instantly
changes their lives.*

*How to Create Uncontested Market
Space and Make the Competition
Irrelevant*

*Civilization and Its Discontents
The Founder's Dilemmas*

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FightBack NOW

Paradise Lost

*Mastering the Key Metrics for
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Don't Mess It Up

***'You won't find a more
honest, raw and helpful look
into the trenches of***

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*founding a tech startup than
this book' Nir Eyal, author
of Hooked 'Rand Fishkin is
the real deal' Seth Godin,
entrepreneur and author
----- Everyone knows
how a startup story is
supposed to go: a young,*

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***brilliant entrepreneur has
an cool idea, drops out of
college, defies the
doubters, overcomes all
odds, makes billions and
becomes the envy of the
technology world. This is
not that story. Rand***

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Fishkin, the founder and former CEO of Moz, is one of the world's leading experts on SEO. Moz is now a \$45 million a year business, but Fishkin's business and reputation took 15 years to grow, and his startup began

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*not in a Harvard dorm room
but as a mother-and-son
family business that fell
deeply into debt. Now
Fishkin pulls back the
curtain on tech startup
mythology, exposing the ups
and downs of startup life*

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that most CEOs would rather keep secret. For instance: a minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives to your business can fizzle

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***quickly. Revenue and
profitability won't protect
you from layoffs. And
venture capital always comes
with strings attached. In
Lost and Founder Fishkin
reveals the mostly awful,
sometimes awesome truth***

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**about startup culture with
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have come to love. Fishkin's
hard-won lessons are
applicable to any kind of
business environment and**

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*this book can help solve
your problems, and make you
feel less alone for having
them. ----- 'This is a
truly courageous book. It's
one part business-building
guide and two parts Indiana
Jones-style adventure*

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*memoir ' Chris Guillebeau,
author of Side Hustle and
The \$100 Startup 'Rand
Fishkin is like the industry
friend we all wish we had -
funny, warm, and
refreshingly honest about
the rollercoaster ride that*

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*is founding your own
company' Julie Zhou, VP of
Product Design at Facebook
One day Sophie comes home
from school to find two
questions in her mail: "Who
are you?" and "Where does
the world come from?" Before*

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*she knows it she is enrolled
in a correspondence course
with a mysterious
philosopher. Thus begins
Jostein Gaarder's unique
novel, which is not only a
mystery, but also a complete
and entertaining history of*

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philosophy.

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Argues against common
competitive practices while
outlining recommendations
based on the creation of*

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**untapped market spaces with
growth potential.**

Scaling Lean

**The Silicon Valley Playbook
for Entrepreneurs**

NeuroTribes

**A New Roadmap for
Entrepreneurial Success**

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***If You Feel Too Much,
Expanded Edition
Why Startups Fail
Lost & Found***

This second book in the
FightBack collection
responds to the question:
what could the 'new normal'

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look like? Felix Staeritz and Sven Jungmann believe that business leaders and organizations have have formidable tools at their disposal - not just to cope with this situation, but to recreate the world so they

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come out of this stronger
and more inventive. As
entrepreneurs, Staeritz and
Jungmann are passionate
about solving challenges
through continuous
experimentation, in search
of the solutions that will

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define and shape the new
normal. At its core, this
book is about the shared
experiences of many business
leaders, academics and
entrepreneurs around how
corporations can most
effectively build new

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digital models to make the most of their existing assets. FightBack NOW is a timely and necessary book, challenging leaders and organizations to consider the new realities and the urgent problems which

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ultimately impact the future
of every person and
business.

The classic guide to working
from home and why we should
embrace a virtual office,
from the bestselling authors
of Rework "A paradigm-

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smashing, compulsively
readable case for a
radically remote
workplace.”—Susan Cain, New
York Times bestselling
author of *Quiet* Does working
from home—or anywhere else
but the office—make sense?

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In *Remote*, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument.

While providing a complete overview of remote work's challenges, Jason and David

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persuasively argue that,
often, the advantages of
working "off-site" far
outweigh the drawbacks. In
the past decade, the "under
one roof" model of
conducting work has been
steadily declining, owing to

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technology that is rapidly
creating virtual workspaces.
Today the new paradigm is
"move work to the workers,
rather than workers to the
workplace." Companies see
advantages in the way remote
work increases their talent

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pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work

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means working at the best
job (not just one that is
nearby) and achieving a
harmonious work-life balance
while increasing
productivity. And those are
just some of the perks to be
gained from leaving the

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office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you're a manager

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fretting over how to manage
World
workers who "want out" or a
worker who wants to achieve
a lifestyle upgrade while
still being a top performer
professionally, this book is
your indispensable guide.

A New York Times bestseller

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Winner of the 2015 Samuel
Johnson Prize for non-
fiction A groundbreaking
book that upends
conventional thinking about
autism and suggests a
broader model for
acceptance, understanding,

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World
and full participation in
society for people who think
differently. What is autism?
A lifelong disability, or a
naturally occurring form of
cognitive difference akin to
certain forms of genius? In
truth, it is all of these

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things and more—and the future of our society depends on our understanding it. WIRED reporter Steve Silberman unearths the secret history of autism, long suppressed by the same clinicians who became famous

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for discovering it, and finds surprising answers to the crucial question of why the number of diagnoses has soared in recent years. Going back to the earliest days of autism research and chronicling the brave and

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lonely journey of autistic people and their families through the decades, Silberman provides long-sought solutions to the autism puzzle, while mapping out a path for our society toward a more humane world

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World
in which people with
learning differences and
those who love them have
access to the resources they
need to live happier,
healthier, more secure, and
more meaningful lives. Along
the way, he reveals the

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untold story of Hans
Asperger, the father of
Asperger's syndrome, whose
"little professors" were
targeted by the darkest
social-engineering
experiment in human history;
exposes the covert campaign

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World
by child psychiatrist Leo
Kanner to suppress knowledge
of the autism spectrum for
fifty years; and casts light
on the growing movement of
"neurodiversity" activists
seeking respect, support,
technological innovation,

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accommodations in the
workplace and in education,
and the right to self-
determination for those with
cognitive differences.

A Cambodian woman sold into
sexual slavery at the age of
twelve describes the horrors

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World
she experienced until she
managed to escape and
discusses her role as an
activist for the young women
whom she has rescued from
the region's brothels.

Modern Loss

How the Word Is Passed

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A Reckoning with the History
of Slavery Across America

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A Cook's Story; Remaking a
Life from Scratch

A Novel About the History of
Philosophy

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continues to change its
algorithm, successful SEO
practitioners need to*

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World
increase their knowledge of
a wide range of inbound
marketing channels. The Moz
Blog is the go-to place for
the latest thought
leadership on the shifts in
inbound marketing and SEO.
This book cherry-picks and

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*updates the most popular
articles for the key inbound
marketing disciplines,
mixing them with some brand-
new essays. Rand Fishkin and
Thomas Høgenhaven have
produced a masterfully
edited anthology packed with*

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information to provide the
best possible insight into
these marketing channels.
The popular Moz blog is a
top resource for cutting-
edge information on SEO
techniques: Co-compiled and
co-edited by Moz CEO and co-

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*founder Rand Fishkin, this
book is an anthology of
articles selected to provide
the best possible overview
of current SEO and inbound
marketing techniques and
trends Covers channels of
online marketing, content*

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*marketing, social media,
outreach, conversion rate
optimization, and analytics,
as well as search engine
optimization Focuses on
leveraging existing
platforms like social media
sites and community for*

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Street Journal, and*

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Wingate takes an almost
unthinkable chapter in our
nation’s history and weaves
a tale of enduring
power.”—Paula McLain*

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Memphis, 1939. Twelve-year-old Rill Foss and her four younger siblings live a magical life aboard their family's Mississippi River shantyboat. But when their father must rush their mother to the hospital one

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World
stormy night, Rill is left
in charge—until strangers
arrive in force. Wrenched
from all that is familiar
and thrown into a Tennessee
Children's Home Society
orphanage, the Foss children
are assured that they will

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World
soon be returned to their
parents—but they quickly
realize the dark truth. At
the mercy of the facility's
cruel director, Rill fights
to keep her sisters and
brother together in a world
of danger and uncertainty.

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*Aiken, South Carolina,
present day. Born into
wealth and privilege, Avery
Stafford seems to have it
all: a successful career as
a federal prosecutor, a
handsome fiancé, and a
lavish wedding on the*

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*horizon. But when Avery
returns home to help her
father weather a health
crisis, a chance encounter
leaves her with
uncomfortable questions and
compels her to take a
journey through her family's*

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long-hidden history, on a path that will ultimately lead either to devastation or to redemption. Based on one of America's most notorious real-life scandals—in which Georgia Tann, director of a Memphis-

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World,
based adoption organization,
kidnapped and sold poor
children to wealthy families
all over the country—Lisa
Wingate's riveting,
wrenching, and ultimately
uplifting tale reminds us
how, even though the paths

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*we take can lead to many
places, the heart never
forgets where we belong.
Publishers Weekly's #3
Longest-Running Bestseller
of 2017 • Winner of the
Southern Book Prize • If All
Arkansas Read the Same Book*

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*Selection This edition
World includes a new essay by the
author about shantyboat
life.*

*In Don't Mess It Up: How
Founders and Their
Successors Can Avoid the
Clichés That Inhibit Growth,*

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*author and six-time second
CEO Les Trachtman offers his
expertise on the most
effective ways to
successfully hand off your
company to a worthy
successor. He also has
advice for those who are*

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World
inheriting a business and
want to take it to the next
level, as well as for boards
who are dealing with these
leadership transitions. In
his direct, no-nonsense
approach, Les shows readers
how seemingly harmless

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World
business clichés such as
“get it right” and “be
careful” can have a
detrimental effect on a
company’s future by
conveying that such
imperative ingredients such
as risk and innovation are

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things to now be avoided.

Readers will learn how to:

- Understand the metamorphosis required to transition from great founder to great CEO*
- Know when, and if, it's time to replace yourself*
- Pick the right successor*

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World
*Prepare yourself and your
company for the fragile
transition • Create a
successful CEO transition •
Separate yourself from the
company ?There is likely no
one more experienced in
founder transitions than Les*

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Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.

Civilization and Its

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Discontents is considered Freud's most brilliant work. In it he states his views on the broad question of man's place in the world. It has been praised, dissected, lambasted, interpreted, and reinterpreted. Originally

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published in 1930, it seeks to answer several questions fundamental to human society and its organization—What influences led to the creation of civilization? Why and how did it come to be? What determines

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*civilization's trajectory?
This process, argues Freud,
is an inherent quality of
civilization that instills
perpetual feelings of
discontent in its citizens.
Freud's theme is that what
works for civilization*

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World
doesn't necessarily work for
man. Man, by nature
aggressive and egotistical,
seeks self-satisfaction.

The Song of Silver Frond

*The Legacy of Autism and the
Future of Neurodiversity*

Sophie's World

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Confess

The Year of the Witching

The Power of Onlyness

The Lake of Dead Languages

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

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*Silicon Valley "wisdom"
leads far too many
startups astray, with the
transparency and humor
that his hundreds of
thousands of blog readers
have come to love.*

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Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all

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odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so

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Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his

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*business and reputation
took fifteen years to
grow, and his startup
began not in a Harvard
dorm room but as a mother-
and-son family business
that fell deeply into*

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debt. Now Fishkin pulls
back the curtain on tech
startup mythology,
exposing the ups and downs
of startup life that most
CEOs would rather keep
secret. For instance: A

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*minimally viable product
can be destructive if you
launch at the wrong
moment. Growth hacking may
be the buzzword du jour,
but initiatives can fizzle
quickly. Revenue and*

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growth won't protect you
from layoffs. And venture
capital always comes with
strings attached.

*Fishkin's hard-won lessons
are applicable to any kind
of business environment.*

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*Up or down the chain of
command, at both early
stage startups and mature
companies, whether your
trajectory is riding high
or down in the dumps: this
book can help solve your*

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*problems, and make you
feel less alone for having
them.*

*The Founder's Dilemmas
examines how early
decisions by entrepreneurs
can make or break a*

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startup and its team.

*Drawing on a decade of
research, including
quantitative data on
almost ten thousand
founders as well as inside
stories of founders like*

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*Evan Williams of Twitter
and Tim Westergren of
Pandora, Noam Wasserman
reveals the common
pitfalls founders face and
how to avoid them.
An 800-CEO-READ Staff Pick*

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*Shortlisted for the
Thinkers50 Breakthrough
Idea Award A Financial
Times Business Book of the
Month "For any would-be
activists who hear the
voice: 'not me' or 'not*

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*now, ' Merchant makes the
strong case for 'yes you'
and 'yes now'—and even
shows you how to jump in.”
—Van Jones, host of CNN's
The Messy Truth, author of
Rebuild the Dream and The*

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Green Collar Economy “The
Power of Onliness is a
book for our times. . . .
Merchant forces us to dig
deep, into the book and
ourselves, and it goes
beyond self-knowledge and

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*self-empowerment,
obliterating the fear of
otherness with an
understanding of the
onlyness of us all.”*
—Sally Haldorson, 800-CEO-
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*illuminates why your power
to make a difference is no
longer bound by your
status If you're like most
people, you wish you had
the ability to make a
difference, but you don't*

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have the credentials, or a
seat at the table, can't
get past the gatekeepers,
and aren't high enough in
any hierarchy to get your
ideas heard. In *The Power
of Onlyness*, Nilofer

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*Merchant, one of the
world's top-ranked
business thinkers, reveals
that, in fact, we have now
reached an unprecedented
moment of opportunity for
your ideas to "make a*

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dent" on the world. Now
that the Internet has
liberated ideas to spread
through networks instead
of hierarchies, power is
no longer determined by
your status, but by

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“onlyness”—that spot in the world only you stand in, a function of your distinct history and experiences, visions and hopes. If you build upon your signature ingredient

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of purpose and connect
with those who are equally
passionate, you have a
lever by which to move the
world. This new ability is
already within your grasp,
but to command it, you

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*need to know how to
meaningfully mobilize
others around your ideas.
Through inspirational and
instructive stories,
Merchant reveals proven
strategies to unleash the*

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World
*centrifugal force of a new
idea, no matter how weird
or wild it may seem.*

*Imagine how much better
the world could be if
every idea could have its
shot, not just the ones*

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that come from expected
people and places. Which
long-intractable problems
would we solve, what new
levels of creativity would
be unlocked, and who might
innovate a breakthrough

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*that could benefit
ourselves, our
communities, and
especially our economy.
This limitless potential
of onlyness has already
been recognized by*

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Thinkers 50, the Oscars of management, which cited it one of the five ideas that will shape business for next twenty years. Why do some individuals make scalable impact with their

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*ideas, regardless of their
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power or status? The Power
of Onlyness unravels this
mystery for the first time
so that anyone can make a
dent. Even you.*

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*stake my reputation on you
being blown away by Lost &
Found. It is brilliant and
profound and charming, all
at once.”—Anne Lamott,
author of Dusk, Night,
Dawn and Bird by Bird ONE*

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*Country, Electric Lit, The
Millions, Lambda Literary,
The Rumpus, Lit Hub, The
Week, Kirkus Reviews*
*Eighteen months before
Kathryn Schulz's beloved
father died, she met the*

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*woman she would marry. In
Lost & Found, she weaves
the stories of those
relationships into a
brilliant exploration of
how all our lives are
shaped by loss and*

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*discovery—from the
maddening disappearance of
everyday objects to the
sweeping devastations of
war, pandemic, and natural
disaster; from finding new
planets to falling in*

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love. Three very different
American families form the
heart of *Lost & Found*: the
one that made Schulz's
father, a charming,
brilliant, absentminded
Jewish refugee; the one

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*that made her partner, an
equally brilliant farmer's
daughter and devout
Christian; and the one she
herself makes through
marriage. But Schulz is
also attentive to other,*

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*more universal kinds of
conjunction: how private
happiness can coexist with
global catastrophe, how we
get irritated with those
we adore, how love and
loss are themselves*

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unavoidably inseparable.

*The resulting book is part
memoir, part guidebook to
living in a world that is
simultaneously full of
wonder and joy and
wretchedness and*

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*suffering—a world that
always demands both our
gratitude and our grief. A
staff writer at The New
Yorker and winner of the
Pulitzer Prize, Kathryn
Schulz writes with*

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*curiosity, tenderness,
erudition, and wit about
our finite yet infinitely
complicated lives. Crafted
with the emotional clarity
of C. S. Lewis and the
intellectual force of*

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*Susan Sontag, Lost & Found
is an uncommon book about
common experiences.*

*How to Navigate Clueless
Colleagues, Lunch-Stealing
Bosses, and the Rest of
Your Life at Work*

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The Untold Story Behind
the Extraordinary Rise and
Spectacular Fall of
BlackBerry
A Memoir

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*Candid Conversation About
Grief. Beginners Welcome.*

Inbound Marketing and SEO

Living in a "perfect" world without
social ills, a boy approaches the
time when he will receive a life
assignment from the Elders, but

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his selection leads him to a mysterious man known as the Giver, who reveals the dark secrets behind the utopian facade.

An Ignyte Award Winner 2020 A
TIME Magazine Top 100

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Fantasy Book of All Time A
BuzzFeed Pick for "YA Books
You Absolutely Must Read This
Spring" A Bustle's Most
Anticipated 2019 YA Release A
Paste Magazine's Top 10 Most
Anticipated YA Novels of 2019 A

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Paste Magazine Best YA Book of
2019 A PopSugar Best YA Book
of 2019 A TeenVogue Book Club
Pick for 2019 A Barnes & Noble
Teen Book Club Pick for 2019
"Lyrical and spellbinding"

—Marieke Njikamp, #1 New York

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Times Bestselling Author Set in a richly detailed world inspired by ancient Arabia, Hafsah Faizal's *We Hunt the Flame*—first in the Sands of Arawiya duology—is a gripping debut of discovery, conquering fear, and taking

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identity into your own hands.

People lived because she killed.

People died because he lived.

Zafira is the Hunter, disguising
herself as a man when she

braves the cursed forest of the

Arz to feed her people. Nasir is

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the Prince of Death,
assassinating those foolish
enough to defy his autocratic
father, the sultan. If Zafira was
exposed as a girl, all of her
achievements would be rejected;
if Nasir displayed his

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compassion, his father would
punish him in the most brutal of
ways. Both Zafira and Nasir are
legends in the kingdom of
Arawiya—but neither wants to be.
War is brewing, and the Arz
sweeps closer with each passing

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day, engulfing the land in
shadow. When Zafira embarks
on a quest to uncover a lost
artifact that can restore magic to
her suffering world and stop the
Arz, Nasir is sent by the sultan
on a similar mission: retrieve the

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artifact and kill the Hunter. But an ancient evil stirs as their journey unfolds—and the prize they seek may pose a threat greater than either can imagine. Four acknowledged experts in search engine optimization share

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guidelines and innovative
techniques that will help you plan
and execute a comprehensive
SEO strategy. This second
edition brings you up to date on
recent changes in search engine
behavior—such as new ranking

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methods involving user
engagement and social
media—with an array of effective
tactics, from basic to advanced.
Comprehend SEO's many
intricacies and complexities
Explore the underlying theory

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and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines

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guides. "SEO expertise is a core
need for today's online
businesses. Written by some of
the top SEO practitioners out
there, this book can teach you
what you need to know for your
online business." —Tony Hsieh,

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CEO of Zappos.com, Inc., author
of New York Times bestseller
Delivering Happiness

****New York Times Bestseller****

From Erin French, owner of the
critically acclaimed The Lost
Kitchen, a TIME world dining

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destination, a life-affirming
memoir about survival, renewal,
and finding a community to lift
her up Long before The Lost
Kitchen became a world dining
destination with every seating
filled the day the reservation

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book opens each spring, Erin
French was a girl roaming
barefoot on a 25-acre farm, a
teenager falling in love with food
while working the line at her
dad's diner and a young woman
finding her calling as a

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professional chef at her tiny
restaurant tucked into a 19th
century mill. This singular
memoir—a classic American
story—invites readers to Erin's
corner of her beloved Maine to
share the real person behind the

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“girl from Freedom” fairytale,
and the not-so-picture-perfect
struggles that have taken every
ounce of her strength to
overcome, and that make Erin’s
life triumphant. In Finding
Freedom, Erin opens up to the

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challenges, stumbles, and
victories that have led her to the
exact place she was ever meant
to be, telling stories of multiple
rock-bottoms, of darkness and
anxiety, of survival as a jobless
single mother, of pills that

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promised release but delivered
addiction, of a man who seemed
to offer salvation but in the end
ripped away her very sense of
self. And of the beautiful son who
was her guiding light as she
slowly rebuilt her personal and

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culinary life around the solace she found in food—as a source of comfort, a sense of place, as a way of bringing goodness into the world. Erin's experiences with deep loss and abiding hope, told with both honesty and

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humor, will resonate with women
everywhere who are determined
to find their voices, create
community, grow stronger and
discover their best-selves
despite seemingly impossible
odds. Set against the backdrop

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of rural Maine and its lushly
intense, bountiful seasons, Erin
reveals the passion and courage
needed to invent oneself anew,
and the poignant, timeless
connections between food and
generosity, renewal and

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freedom.

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The Art of SEO

How Founders and Their
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Clichés That Inhibit Growth

How to Improve Your Change

Fitness and Thrive in Life

A Painfully Honest Field Guide to
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A young woman living in a rigid,
puritanical society discovers

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dark powers within herself in this stunning, feminist fantasy debut. In the lands of Bethel, where the Prophet's word is law, Immanuelle Moore's very existence is blasphemy. Her mother's union with an outsider

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of a different race cast her once-
proud family into disgrace, so
Immanuelle does her best to
worship the Father, follow Holy
Protocol, and lead a life of
submission, devotion, and
absolute conformity, like all the

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other women in the settlement.
But a mishap lures her into the
forbidden Darkwood
surrounding Bethel, where the
first prophet once chased and
killed four powerful witches.
Their spirits are still lurking

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there, and they bestow a gift on
Immanuelle: the journal of her
dead mother, who Immanuelle
is shocked to learn once sought
sanctuary in the wood.

Fascinated by the secrets in the
diary, Immanuelle finds herself

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struggling to understand how
her mother could have
consorted with the witches. But
when she begins to learn grim
truths about the Church and its
history, she realizes the true
threat to Bethel is its own

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darkness. And she starts to understand that if Bethel is to change, it must begin with her. According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily

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on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner

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named Alex who is struggling to
sell his advertising agency. Alex
turns to Ted, an entrepreneur
and old family friend, who
encourages Alex to pursue three
criteria to make his business
sellable: * Teachable: focus on

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products and services that you
can teach employees to deliver.

* Valuable: avoid price wars by
specialising in doing one thing
better than anyone else. *

Repeatable: generate recurring
revenue by engineering

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products that customers have to repurchase often.

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting

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story of a company that toppled
global giants before succumbing
to the ruthlessly competitive
forces of Silicon Valley. This is
not a conventional tale of
modern business failure by
fraud and greed. The rise and

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fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors,

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Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive

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Harvard Business school grad,
Jim Balsillie. Together, they
engineered a pioneering pocket
email device that became the
tool of choice for presidents and
CEOs. The partnership enjoyed
only a brief moment on top of

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the world, however. At the very
moment BlackBerry was ranked
the world's fastest growing
company internal feuds and
chaotic growth crippled the
company as it faced its gravest
test: Apple and Google's entry

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Jacquie McNish and Sean Silcoff,
this is an entertaining, whirlwind
narrative that goes behind the
scenes to reveal one of the
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have taught her that people
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the office because they simply don't know what to say.

Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to

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say when • coworkers push
their work on you—then take
credit for it • you accidentally
trash-talk someone in an email
then hit “reply all” • you’re
being micromanaged—or not
being managed at all • you

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catch a colleague in a lie • your
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speakerphone is making you
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Manager "A must-read for

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anyone who works . . . [Alison
Green's] advice boils down to
the idea that you should be
professional (even when others
are not) and that
communicating in a
straightforward manner with

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candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to

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fan of Alison Green's Ask a
Manager column. This book is
even better. It teaches us how
to deal with many of the most
vexing big and little problems in
our workplaces—and to do so
with grace, confidence, and a

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sense of humor.”—Robert
Sutton, Stanford professor and
author of The No Asshole Rule
and The Asshole Survival Guide
“Ask a Manager is the ultimate
playbook for navigating the
traditional workforce in a

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diplomatic but firm way.”—Erin
Lowry, author of Broke
Millennial: Stop Scraping By and
Get Your Financial Life Together
Make Your Wild Ideas Mighty
Enough to Dent the World
Leveraging your assets to shape

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the new normal

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dark, elegant, utterly compulsive**

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**read—with a twist that blew my
mind. I loved this even more than
I loved The Silent Patient and
that's saying something!" —Lucy
Foley, New York Times
bestselling author of The Guest
List From the #1 New York Times
bestselling author of The Silent**

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**Patient comes a spellbinding tale
of psychological suspense,
weaving together Greek
mythology, murder, and
obsession, that further cements
"Michaelides as a major player in
the field" (Publishers Weekly).
Edward Fosca is a murderer. Of**

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this Mariana is certain. But Fosca is untouchable. A handsome and charismatic Greek tragedy professor at Cambridge University, Fosca is adored by staff and students alike—particularly by the members of a secret society of

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female students known as The Maidens. Mariana Andros is a brilliant but troubled group therapist who becomes fixated on The Maidens when one member, a friend of Mariana's niece Zoe, is found murdered in Cambridge. Mariana, who was

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once herself a student at the university, quickly suspects that behind the idyllic beauty of the spires and turrets, and beneath the ancient traditions, lies something sinister. And she becomes convinced that, despite his alibi, Edward Fosca is guilty

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of the murder. But why would the professor target one of his students? And why does he keep returning to the rites of Persephone, the maiden, and her journey to the underworld? When another body is found, Mariana's obsession with proving Fosca's

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guilt spirals out of control, threatening to destroy her credibility as well as her closest relationships. But Mariana is determined to stop this killer, even if it costs her everything—including her own life.

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**Anticipating and Avoiding the
Pitfalls That Can Sink a Startup
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