

Play Bigger How Pirates Dreamers And Innovators Create And Dominate Markets

Supercharge your success by answering the one question everyone cares about, So What?: How to Communicate What Matters to Your Audience contains practical techniques, examples, and exercises proven with thousands of winning 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, sell to, or convince don't really care about you. Nor do they care what you're offering them—until you understand exactly how it'll benefit them. If you recognize that one hard, cold fact—and you know what to do about it—you can make more money, 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: You'll use it every day to get what you want—in business and in life!

Pork dorks. Craftsters. American Girl 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 knowledgeable about the things they love. They aren't average consumers—they're superconsumers. Although small in number, superconsumers have an outsized impact on a company's bottom line. Representing 10% of total consumers, they can drive between 20% and 30% of sales, and they're usually willing to spend considerably more than the average consumer. And because they're so engaged and passionate, they can offer invaluable advice to managers looking to improve their products, change their business models, shift their cultures, and attract new customers. In *Superconsumers*, growth strategy expert Eddie Yoon lays out a simple, effective framework that has helped companies of all types and sizes achieve more sustainable growth: he'll show you how to listen to, and engage with your most passionate and profitable consumers, and then tailor your decisions to meet their needs. Along the way, he'll let you into the minds and homes of superconsumers 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 used superconsumer strategies with great success, *Superconsumers* is a fun, practical, and inspiring guide for anyone interested in reaching their best customers even better.

Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands "The Uber of this" "The Salesforce of that" "It's like Instagram, 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 technology. They've created entire new categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. *Category Creation* is the first 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, 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 build their employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the "category success" category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It's not more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning your discovered problem in addition to your company and product offerings. The book explains the 7 key principles of category creation, including the importance of creating a community of early adopters who will rally around the problem they all share. · Identify the "go" and "no go" signals for category creation in your business · Activate customer influencers as brand ambassadors · Grow a community by investing in live events and experiences · Prove the impact of category creation investments on growth, customer success, and company culture Written for entrepreneurs, marketers, and investors, *Category Creation* is the exclusive playbook for building a category defining brand in the new economy.

"This book shares how to instrument a company and most importantly, build an internal culture that values and uses technology to maximum effect"--

Turn Your Story Into Your Competitive Advantage

How to Build a Brand that Customers, Employees, and Investors Will Love

One Simple Idea, Revised and Expanded Edition: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Heavy Lifting Founder Brand

The Maverick and His Machine

Animal Puzzles for the Scroll Saw

Outbound Sales, No Fluff: Written by Two Millennials Who Have Actually Sold Something This Decade.

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

What do Alexander the Great of Macedonia, Cardinal Richelieu, defender of Quebec, and Napoleon III of the Second French Empire have in common? Besides wielding political power and securing their own survival, all three played a leading role in real estate development. "Placemakers" examines their contributions to place along with those of other, sometimes unlikely candidates. From Augustus, emperor of ancient Rome, responsible for shaping the world's largest city into an imperial capital, to Joseph Smith of frontier America, who preached about the Promised Land while practicing land speculation, this illustrated volume focuses on the visionaries and profiteers who put their stamp on history and on the land. Meanwhile, it examines their motives, which range from slum clearing to utopian dreams to social engineering. What these developers built was sometimes monumental; examples include the ziggurat of Ur, a truncated pyramid, and the Pharos of Alexandria, the world's first lighthouse and tallest structure of the ancient world. At other times their vision changed society—think shopping malls and skyscrapers. "Placemakers" celebrates their legacy around the globe, from the Middle East to Europe and North America, making side trips to China and even outer space. It will appeal to architects, planners and all others who are curious about the history of real estate development."

Recognized on SalesHacker's "Best Sales Books: 30 Elite Picks to Step Up Your Sales Game" This book can be read in less than 45 minutes and covers the fundamentals for anyone getting started in sales or for anyone looking to brush up on their skills. There is no shortage of books or content today to help you learn about sales. In the past 30 years, there has been an incredible amount of research and growth in the sales profession to help modern sales professionals better serve their customers. However, after reading Rory Vaden's New York Times Bestseller "Take The Stairs" and learning that "95% of all books that are purchased are never completely read" and "70% of all books ever purchased are never even opened" we wanted to write a book that everyone could read and take action on immediately. This book is a step-by-step guide for the modern sales professional. We want to give you the framework, knowledge, and skills to fill a sales pipeline with highly qualified opportunities. It's all practical advice - no cutesy stories, no rants, and no product pitches. There are really only two ways to fill a funnel: inbound leads or outbound prospecting. We focus this book exclusively on outbound prospecting, because it's the half of the formula that an individual sales rep can control (that's why so many sales job descriptions include the phrase "we're looking for a hunter").

Real-time conversations turn leads into customers 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-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, 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 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 business to communicate with customers in real time—when it's most convenient for them—conversational marketing improves the customer experience, generates more leads, and helps you convert more 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 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 adding a layer of immediate, individual conversation drives the customer experience—and sales—sky-high.

How Pirates, Dreamers, and Innovators Create and Dominate Markets

Puppy Pirates #7: Lost at Sea

How We Succeed by Anticipating the Future--Just Enough

Stowaway!

Superconsumers

Transform Your Culture, Empower Your People, and Shape the Future

The Book of Buried Treasure

National Bestseller * 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 Journal)—including 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 employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, 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 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 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 anything but certain. In The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages 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 transfer—were planted two decades ago. He also reveals 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 intensely magnetic chronicle" (The New York Times) and "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. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

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 century's greatest business figures. Over the course of forty-two years, Thomas J. Watson took a failing business called The Computer-Tabulating-Recording Company and transformed it into IBM, the world's first and most famous high-tech 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 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 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 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, 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 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 Maverick and His Machine also includes never-before-published 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 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 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 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 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 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 Maney gives us an engaging story . . .his 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 author of Evolve! and When Giants Learn to Dance

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 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 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, Salesforce, Uber, and IKEA—that give us new ways of living, 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 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. 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 itself.

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 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 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 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.

The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley

How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets

Why Some Things Catch On, and Others Don't

Emperors, Kings, Entrepreneurs - a Brief History of Real Estate Development

A Simple, Speedy, and Sustainable Path to Superior Growth

Daring Dreamers Club #2: Piper Cooks Up a Plan (Disney: Daring Dreamers Club)

The Category Design Toolkit

When you follow your dreams, the possibilities are endless! Nobody knows how to follow her dreams better than a Disney Princess. And that's what the Daring Dreamers Club knows through and through. Diverse, talented, and smart, these five girls became friends because they all had one thing in common: big dreams. Touching on everyday dramas and the ups and downs of friendship, this series will enchant all readers who are princesses at heart. The second book in the Daring Dreamers Club series will focus on Piper, who is an aspiring food scientist and inventor. She hopes to open her own business someday, just like Tiana!

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 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 business owner needing inspiration and wondering how 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 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 millionaires and their various experiences Written by Jaime Tardy, founder of eventualmillionaire.com and a business coach for entrepreneurs A companion website includes an "Eventual Millionaire Starter Kit" with worksheets, business plan documents, and 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 show you what it takes.

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 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 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 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 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 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 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 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 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 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 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 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 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 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. 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 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!

Over 50 patterns for upright and interlocking puzzles including new patterns for a beagle, bison, a panda bear, caribou, red fox, and much more. Step-by-step instructions and 50 great patterns.

Why the Future of Business Is Sharing

Leadership Strategies from America's First Female Four-Star General

A Higher Standard

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

Thomas Watson, Sr. and the Making of IBM

Unscaled

Disrupting Digital Business

You're part of an elite group of builders, creators, and innovators who have accomplished something few can claim: you've founded a company. Now the challenge of standing out in the crowd begins—and how you differentiate yourself counts. Building a brand and growing a business can be expensive and time-consuming. But you have a key advantage and secret strategy, one that will set you apart no matter your industry, product, or company size. You have a story, and it's one of your most valuable assets. In Founder Brand, marketing expert Dave Gerhardt reveals how to build your brand by positioning yourself as the story, heart, and soul of your business. This is a tactical guidebook that first shows you how to tell your story, then how to put your story to use as a marketing strategy. You'll learn how social media provides a bridge between you and your customers, the platforms that are appropriate for your business, and how to measure results to truly determine value. This book is the ultimate resource for founders, CEOs, and marketing teams trying to find their company's niche, strategize for the future, and create brand awareness that establishes the credibility and trust your products deserve.

Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell 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 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 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 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" 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, too?

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 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. They don't just want to buy from businesses anymore, they 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-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. 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 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 words, it requires a completely different mindset to the one that's prevalent right now, one that we call 'Humanizing B2B'.

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 combining technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated 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 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 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 processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

UnHealthcare: A Manifesto for Health Assurance

The New Kingmakers

Trade-Off

One of the World's Greatest Entrepreneurs Shares His Secrets

How Anyone Can Be an Entrepreneur and Successfully Grow Their Startup

Finding Opportunities in Huge Data Streams with Advanced Analytics

The Tale of the Tardy Oxcart

"The Lean Entrepreneur" banishes the "Myth of the Visionary" and shows you 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 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 ramp up their vision quickly and efficiently.

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 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 0785250255)

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 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-Off, Kevin Maney 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--between 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 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 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 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. In UnHealthcare, Silicon Valley entrepreneur and investor Hemant Taneja and Jefferson Health 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 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, 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.

Placemakers

Taking Personal Initiative to Ignite Change

The Founders

How to Build a Product That Sells Itself

How AI and a New Generation of Upstarts Are Creating the Economy of the Future

The Lean Entrepreneur

The Science of Enlightenment

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 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 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 the same time, and dominate it over 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, PLAY BIGGER shows

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

The New Kingmakers documents the rise of the developer class, and provides strategies for companies to adapt to the new technology landscape. From recruiting to retention, it provides a playbook to work more efficiently and effectively with the most important members of your organization.

Explores the science behind the brain's ability to act 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 potential problems.

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 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. 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."

How to Get Rich

Product-Led Growth

Beyond Marketing: 15 Frameworks for Creating & Dominating Your Niche

Conversational Marketing

So What?

Making the World Work Better

How the World's Fastest Growing Companies Use Chatbots to Generate Leads 24/7/365 (and How You Can Too)

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

With must-have 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 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 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 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.

Ahoy, mateys! Set 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 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 . . . ? 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 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 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 the same time, and dominate it over 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 enterprises how to define, develop and rule a category over time.

How Rebels and Innovators Create New Categories and Dominate Markets

The Eventual Millionaire

Dreamer

The Ideas That Shaped a Century and a Company

The Evolution of New Markets

How Meditation Works

Category Creation

The Book of Buried Treasure is a historical account of pirates and piracy, containing true stories of some of the most notorious buccaneers, their 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 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 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 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 the Divining Rod_x000D_ Sundry Pirates and Their Booty_x000D_ Practical Hints for Treasure Seekers
“Enlightenment”—is it a myth or is it real? In every spiritual tradition, inner explorers have discovered that the liberated state is in fact a natural experience, as real as the sensations you are having right now—and that through the investigation of your own thoughts, feelings, and perceptions you can awaken to clear insight and a happiness independent of conditions. For decades, one of the most engaging teachers of our time has illuminated the many dimensions of awakening—but solely at his live retreats and on audio recordings. Now, with *The Science of Enlightenment*, Shinzen Young brings to readers an uncommonly lucid guide to mindfulness meditation for the first time: how it works and how to use it to enhance your cognitive capacities, your kindness and connection with the world, and the richness of all your experiences. As thousands of his students and listeners will confirm, Shinzen is like no other teacher you’ve ever encountered. He merges scientific clarity, a rare grasp of source-language teachings East and West, and a gift for sparking insight through unexpected analogies, illustrations, humor, and firsthand accounts that reveal the inner journey to be as wondrous as any geographical expedition. Join him here to explore: Universal insights spanning Buddhism, Christian and Jewish mysticism, shamanism, the yogas of India, and many other paths How to begin and navigate your own meditation practice Concentration, clarity, and equanimity—the core catalysts of awakening Impermanence—its many aspects and how to work with them Experiencing the “wave” and “particle” natures of self Purification and clarification—how we digest mental blockages and habits through inner work Emerging neuroscience research, the future of enlightenment, and much more For meditators of all levels and beliefs—especially those who think they’ve heard it all—this many-faceted gem will be sure to surprise, provoke, illuminate, and inspire.

A golden retriever puppy named Wally looks for adventure and finds it on a pirate ship run by puppy pirates.

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

The Mesh

Winning with Data

The Two-Second Advantage

How to Communicate What Really Matters to Your Audience

Play Bigger

Create an Authentic Experience in the Peer-to-Peer Economy

Circle of Impact

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 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 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 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 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, 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 Library Journal "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. LOVED IT." —sfinnamore, reader on SwoonReads.com

A simple, powerful idea that's reinventing the way smart, adaptive companies 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 networks, and data crunched from every available source to 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 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 spreading like wildfire, from bike sharing and home exchanges to peer-to-peer lending, energy cooperatives, and open source design. Consider: • ZipCar profits from streamlined car sharing • Kickstarter connects artists with funding from enthusiastic supporters • Music 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.

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

*Taming The Big Data Tidal Wave
Humanizing B2B*