

## ***The Airbnb Story How Three Ordinary Guys Disrupted An Industry Made Billions And Created Plenty Of Controversy***

'A glorious time-slip caper... Just wonderful' Daily Mail 'Delightfully nostalgic escapism set in a gorgeously conjured Paris of 1954' Sunday Mirror When Hubert Larnaudie invites some fellow residents of his Parisian apartment building to drink an exceptional bottle of 1954 Beaujolais, he has no idea of its special properties. The following morning, Hubert finds himself waking up in 1950s Paris, as do antique restorer Magalie, mixologist Julien, and Airbnb tenant Bob from Milwaukee, who's on his first trip to Europe. After their initial shock, the city of Edith Piaf and An American in Paris begins to work its charm on them. The four delight in getting to know the French capital during this iconic period, whilst also playing with the possibilities that time travel allows. But, ultimately, they need to work out how to get back to 2017, and time is of the essence...

"Forget everything you think you know about the direction of the American economy, about our growing need for foreign oil, about the rise of the service economy and the decline of American manufacturing. The story of the next thirty years will not be a repeat of the last thirty." One of the most respected voices on Wall Street, Meredith Whitney shot to global prominence in 2007 when her warnings of a looming crisis in the financial sector proved all too prescient. Now, in her first book, she expands upon her biggest call since the financial crisis.

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

Are you ready to discover your WHAT—that is, the 1 amazing thing you were born to do? Would you like to powerfully impact both those who share this lifetime with you and those of lifetimes to come? In What Is Your WHAT? author Steve Olsher reveals his proven process that has helped thousands answer YES to these life-changing questions and cultivate a life of purpose, conviction, and contribution by identifying and creating a plan of action for bringing the 1 thing they were born to do to fruition. It is a timely, step-by-step guide that will guide you towards making both a fortune and a difference sharing your unique gift with the world. Features inspiring stories of trial, tribulation, and triumph, as well as examples of 17 public figures, such as Guy Kawasaki, Chris Brogan, and Jack Canfield who have made the critical shift from pursuing commodity-driven opportunities to honoring their singular blueprint Author Steve Olsher is a 25+ year entrepreneur, creator/founder of The Reinvention Workshop, and award-winning author of Internet Prophets: The World's Leading Experts Reveal How to Profit Online Steve's singular approach to realizing permanent, positive change blends proprietary methods with ancient wisdom and revolutionary lessons from modern thought leaders. Leverage this proven system to discover your WHAT and realize ultimate achievement in business and life.

Based on eight years of research visiting dozens of startups, tech companies and incumbents, Harvard Business School professor Thales Teixeira shows how and why consumer industries are disrupted, and what established companies can do about it—while highlighting the specific strategies potential startups use to gain a competitive edge. There is a pattern to digital disruption in an industry, whether the disruptor is Uber, Airbnb, Dollar Shave Club, Pillpack or one of countless other startups that have stolen large portions of market share from industry leaders, often in a matter of a few years. As Teixeira makes clear, the nature of competition has fundamentally changed. Using innovative new business models, startups are stealing customers by breaking the links in how consumers discover, buy and use products and services. By decoupling the customer value chain, these startups, instead of taking on the Unilevers and Nikes, BMW's and Sephoras of the world head on, peel away a piece of the consumer purchasing process. Birchbox offered women a new way to sample beauty products from a variety of companies from the convenience of their homes, without having to visit a store. Turo doesn't compete with GM. Instead, it offers people the benefit of driving without having to own a car themselves. Illustrated with vivid, in-depth and exclusive accounts of both startups, and reigning incumbents like Best Buy and Comcast, as they struggle to respond, Unlocking the Customer Value Chain is an essential guide to demystifying how digital disruption takes place - and what companies can do to defend themselves.

The Complete Book and Lyrics of the Broadway Musical

Unlocking the Customer Value Chain

Million Dollar Host: Julie's Airbnb Portfolio Earned Over a Million Dollars in Her First Year... Yours Can Too!

Without Their Permission

Discover The One Amazing Thing You Were Born To Do

Rent

243 Ways to Paint, Craft, Update & Show Your Home Some Love

*After fifteen years of rising to the pinnacle of the hospitality industry, Chip Conley's company was suddenly undercapitalized and overexposed in the post-dot.com, post-9/11 economy. For relief and inspiration, Conley, the CEO and founder of Joie de Vivre Hospitality, turned to psychologist Abraham Maslow's iconic Hierarchy of Needs. This book explores how Conley's company "the second largest boutique hotelier in the world" overcame the storm that hit the travel industry by applying Maslow's theory to what Conley identifies as the key Relationship Truths in business with Employees, Customers and Investors. Part memoir, part theory, and part application, the book tells of Joie de Vivre's remarkable transformation while providing real world examples from other companies and showing how readers can bring about similar changes in their work and personal lives. Conley explains how to understand the motivations of employees, customers, bosses, and investors, and use that understanding to foster better relationships and build an enduring and profitable corporate culture. Former Airbnb employee, Superhost, and Airbnb property manager reveals his strategies to rank #1 in Airbnb search by creating an optimal online listing and offline guest experience. "I have never seen so much valuable, actionable advice in one place for an Airbnb host. Highly recommended!" - Chip Conley*

*A gorgeously illustrated, modern retelling of the classic The Little Engine That Could, sharing the timely message that everyone's journey is different, and that sometimes, success comes from a helping hand. Graduation day is finally here! The Little Blue Engine, the Yellow Passenger Engine, and the Red Freight Engine are excited to take their final test of Engine School: making their first solo trip over the mountain. But each engine encounters different challenges and obstacles on their journey. Gorgeous illustrations by Lou Fancher and Steve Johnson combine with a poignant story told by Bob McKinnon to remind a new generation of readers to "think they can."*

*In The Vacation Rental Book: A step-by-step guide to starting your vacation rental business today, experienced vacation rental hosts, Melissa Nichols and Jake Durrett, aim to give you the tools to start your own highly profitable vacation rental business using the Airbnb platform--even (and perhaps especially) if you're starting from scratch. In the book, Melissa and Jake not only tell you exactly how to be successful, but they also share anecdotes from their own experiences as well as a window into the world of financial freedom and passive income. In this book, you'll learn all about: - Exactly how to get started in your vacation rental journey- How to buy your first vacation rental property- How to set up and renovate your rental- How to set up your listing on the Airbnb platform- How to manage your vacation rental to truly make it passive income- And so much more. Make extra money—and your guests extra happy—with Airbnb! You've got that spare tower, mansion, apartment, couch, or perhaps even treehouse (really—there are more than 2,400 treehouses listed on Airbnb). You're a polite, clean, and tolerant host. And you want to make some money. Congratulations, you're fully qualified to become part of the Airbnb revolution! Whether you're looking to break into the business, or have already started and are researching ways of making your guests feel even more pampered as you grow your reputation and income, Airbnb for Dummies is the perfect venue for you. And this applies whether you currently own property or not! Sit back in your lounge recliner and let the owners and founders of Learnairbnb.com show you the ins and outs of the short-term rental boom that connects hosts with travelers looking for more economical and personal travel experiences across the world. Sip a refreshing drink as you learn how to manage the day-to-day—from maintaining listings to keeping things clean for your guests—and how to maximize and increase your profits. Make an attractive listing Perfect your pricing Profit without a property Create amazing guest experiences So, get hold of a copy, read it in your favorite spot, and watch as the money and excited guests beat a path to your door!*

*The New Geography of American Prosperity*

*The Launch Pad*

*A Novel*

*The Birth of Netflix and the Amazing Life of an Idea*

*The Dictator's Handbook*

*Three Little Engines*

*How Great Companies Get Their Mojo from Maslow*

*In the tradition of Phil Knight's Shoe Dog comes the incredible untold story of how Netflix went from concept to company—all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought—leveraging the internet to rent movies—and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair—with Hastings as the primary investor and Randolph as the CEO—founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty first century's most disruptive start up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts, and determination can change the world—even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, That Will Never Work is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.*

*In 2008, two broke art school graduates and their coder-whiz friend set up a platform that - in less than a decade - became the largest provider of accommodations in the world. Now valued at \$30 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it*

down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.

*The Airbnb Story* How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy Houghton Mifflin Harcourt  
This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

The first book to present a new conceptual framework which offers an initial explanation for the continuing and rapid success of such 'disruptive innovators' and their effects on the international hospitality industry. It discusses all the hot topics in this area, with a specific focus on Airbnb, in the international context.

*How Three Guys Disrupted an Industry, Made Billions of Dollars ... and Plenty of Enemies*

*How Decoupling Drives Consumer Disruption*

*Tales of Horror and Happiness in Hospitality*

*The Definitive Guide to Ranking #1 in Airbnb Search*

*Peer to Peer Accommodation Networks*

*The Upstarts*

*Super Host*

This New York Times bestselling book is filled with hundreds of fun, deceptively simple, budget-friendly ideas for sprucing up your home. With two home renovations under their (to per month on their blog YoungHouseLove.com, Sherry and John Petersik are home-improvement enthusiasts primed to pass on a slew of projects, tricks, and techniques to do-it-yourself with 243 tips and ideas—both classic and unexpected—and more than 400 photographs and illustrations, this is a book that readers will return to again and again for the creative instructions in the relatable voice the Petersiks are known for. Learn to trick out a thrift-store mirror, spice up plain old roller shades, "hack" your Ikea table to create three distinct looks. Explains the theory of political survival, particularly in cases of dictators and despotic governments, arguing that political leaders seek to stay in power using any means necessary, often to the interests of certain coalitions.

The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations. Sharing isn't new. Giving space to a guest in your spare room, running errands for someone, participating in a supper club—these are not revolutionary concepts. What is new, in the "sharing economy," is that you are providing these services to a stranger for money. In this book, Arun Sundararajan, an expert on the sharing economy, explains the transition to what he describes as "crowd-based" way of organizing economic activity that may supplant the traditional corporate-centered model. As peer-to-peer commercial exchange blurs the lines between the personal and the professional, how will the economy, government regulation, what it means to have a job, and our social fabric be affected? Drawing on extensive research and numerous real-world examples—including Airbnb, TaskRabbit, France's BlaBlaCar, China's Didi Kuaidi, and India's Ola, Sundararajan explains the basics of crowd-based capitalism. He describes the intriguing mix of "gift" and "market" economies, demystifies emerging blockchain technologies, and clarifies the dizzying array of emerging on-demand platforms. He considers how this new paradigm changes economic growth and how we live in a world of empowered entrepreneurs who enjoy professional flexibility and independence? Or will we become disenfranchised digital laborers scurrying between platforms in search of piecework? Sundararajan highlights the important policy choices and suggests possible new directions for self-regulatory organizations, labor law, and funding our social safety net.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. One vacation at a time. Have you ever looked at companies like Airbnb and thought, "I wonder how they came up with that?" Well, this book is here with the answer! Because although Airbnb is actually more radical than you might think! That's why this book tells the surprising story of the three college buddies who brought Airbnb to life and disrupted the entire travel industry. A Read with Jenna Today Show Book Club Pick! Finalist for the 2020 National Book Award (Fiction) One of Barack Obama's Summer Reads A Best Book of the Year From: The Washington Post \* Elle \* Esquire \* Kirkus \* Library Journal \* The Chicago Public Library \* The New York Public Library \* BookPage \* The Globe and Mail \* EW.com \* The LA Times \* USA Today \* InStyle \* The New Yorker \* AARP \* Publisher's Lunch \* LitHub \* Book Marks \* Electric Literature \* Brooklyn Based \* The Boston Globe A magnetic novel about two families, strangers to each other, who spend a long weekend gone terribly wrong. From the bestselling author of Rich and Pretty comes a suspenseful and provocative novel keenly attuned to the complexities of parenthood, marriage, and family. Behind explores how our closest bonds are reshaped—and unexpected new ones are forged—in moments of crisis. Amanda and Clay head out to a remote corner of Long Island expecting a reprieve from life in New York City, quality time with their teenage son and daughter, and a taste of the good life in the luxurious home they've rented for the week. But a late-night storm casts a spell. Ruth and G. H. are an older couple—it's their house, and they've arrived in a panic. They bring the news that a sudden blackout has swept the city. But in this rural area—with

down, and no cell phone service—it's hard to know what to believe. Should Amanda and Clay trust this couple—and vice versa? What happened back in New York? Is the vacation home a truly safe place for their families? And are they safe from one other?

What Is Your WHAT?

Your Keys, Our Home

Where the American Dream is Moving

Pivot

Dolphin Sos

How the 21st Century Will Be Made, Not Managed

Wild Ride

**Foreword by Bill Gates** LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion -as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

**A WALL STREET JOURNAL BESTSELLER** As Alexis Ohanian learned when he helped to co-found the immensely popular reddit.com, the internet is the most powerful and democratic tool for disseminating information in human history. And when that power is harnessed to create new communities, technologies, businesses or charities, the results can be absolutely stunning. In this book, Alexis will share his ideas, tips and even his own doodles about harnessing the power of the web for good, and along the way, he will share his philosophy with young entrepreneurs all over the globe. At 29, Ohanian has come to personify the dorm-room tech entrepreneur, changing the world without asking permission. Within a couple of years of graduating from the University of Virginia, Ohanian did just that, selling reddit for millions of dollars. He's gone on to start many other companies, like hipmunk and breadpig, all while representing Y Combinator and investing in over sixty other tech startups. **WITHOUT THEIR PERMISSION** is his personal guidebook as to how other aspiring entrepreneurs can follow in his footsteps.

'An engrossing story of audacious entrepreneurism' -- Charles Duhigg 'Captures the remarkable journey of Airbnb exceedingly well' -- Reid Hoffman 'fast paced, fun dive into one of the seminal firms of our time' -- Rana Foroohar In 2008, two broke art school graduates and their coder-whiz friend set up a platform that - in less than a decade - became one of the largest provider of accommodations in the world. Now valued at \$31 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.

New from bestselling author Joseph Michelli! How Airbnb has disrupted the hospitality industry for unparalleled success-critical

lessons that apply to any 21st Century business No one understands better than Joseph Michelli how businesses create and leverage world-class customer experiences. Over the past decade, Michelli has guided businesses in human experience transformation and revealed how Starbucks, Zappos, Mercedes, and other top companies design and execute the strategies that made them the undisputed leaders of their industries. Now, Michelli turns his attention to major disrupter, Airbnb. In *The Airbnb Way*, he shows how innovative leaders have managed to build an unique brand by inspiring and engaging a community of hospitality entrepreneurs—a feat unparalleled in the shared economy. Inside, you'll find:

- Airbnb's strategies and practices that drive customer engagement and loyalty
- How to provide phenomenal customer service in the shared economy
- Proven principles for getting the most from all stakeholders—including those who share resources and services
- Exclusive interviews with Airbnb leaders, hosts, and guests that provide invaluable information for your business

The shared economy is the future, but it introduces business challenges never before faced: How do you serve a broad range of customers across varying geographies through a distributed network of "partners? Airbnb has solved the puzzle, and Michelli shows you all the pieces—and how they fit together.

If you've ever dreamed of casting off your worldly possessions and traveling to your heart's content, this story about two intrepid seniors will inspire you no matter your age. Michael and Debbie Campbell felt they had one more adventure in them before considering retirement in the traditional sense, so they filled two rolling duffel bags with life's essentials (including their own pillows) and hit the road. Three years later, having sold their home in Seattle, their "Senior Nomad" lifestyle has no end in sight. Ride along as they share tales of living full-time in Airbnbs in over 50 countries and pay tribute to the many hosts who not only helped them live daily life, but also offered unique opportunities to experience their cities. From the barber's chair in Dublin and the dentist's chair in Split, to a wild motorcycle ride in Athens, a peek behind the Soviet Curtain in Transnistria, and the demise of a chicken for dinner in Marrakech, hosts made the Campbell's dream of adventure come true. Discover how Debbie and Michael find their next Airbnb, how they get there, and the many ways they enjoy their new city just as the locals do. Learn their tips and tricks for using Airbnb and how they get the most out of each stay, all while spending little more than they would have spent settled into their rocking chairs in Seattle.

**The Lightning-Fast Path to Building Massively Valuable Companies**

**An Examination**

**Inside Uber's Quest for World Domination**

**The Vacation Rental Book**

**That Will Never Work**

**How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy**

**How to Turn Down a Billion Dollars**

New York Times bestselling author of *The Everything Store* Brad Stone takes us deep inside the new Silicon Valley. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology. They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Young, hungry and brilliant, they are rewriting the traditional rules of business, changing our day-to-day lives and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive account of a dawning age of tenacity, creativity, conflict and wealth. In Brad Stone's highly anticipated and riveting account of the most radical companies of the new Silicon Valley, we find out how it all started, and how the world is wildly different than it was ten years ago.

Created just eight years ago, Airbnb has become hugely disruptive in the long standing hotel business and in entire urban economies. Drawing upon extensive research and years of interviews with Brian Chesky, the youthful CEO of Airbnb, Leigh Gallagher will present a thorough and objective account of this unusual company, examining its meteoric and colorful rise, its nagging troubles, its popularity around the world, and the concerns regarding its growth and potential pitfalls. It s meant to appeal to both general business readers as well as anyone who has used or been tempted by Airbnb."

“An engrossing story of audacious entrepreneurship and big-industry disruption, [this] is a tale for our times.” —Charles Duhigg, author of *Smarter Faster Better* An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company’s young CEO steers into increasingly uncharted waters. “A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption.” —Rana Foroohar, Financial Times columnist and CNN global economic analyst

What makes a Million Dollar Host? Ask Julie George. In 2016, curiosity led her to list her first property on the trending Airbnb site. In no time at all, it became apparent that there was more than just 'holiday money' to be made. Far from simply listing properties, Julie George turned a 'hobby' into a business. A very profitable one. Move forward a year and Julie's 'hobby' took \$1.43 million in bookings with her second year looking likely to double that amount. In Million Dollar Host Julie George shows you how you can do the same - even if you don't own a property to list. Already got a rental? Then maximise your earnings by moving from longterm rentals to Airbnb. Creating goals and seeing them through At the beginning of 2016, Julie George wrote a list of the goals that she hoped to achieve in the short-term. They consisted of: Establishing an innovative business that could be scaled-up and applied anywhere in the world. Creating a business that worked for her rather than being a slave to it. This meant she could still develop other ideas and 'have a life'. Developing a business that would change the lives of all involved (employees, contractors, property owners) Starting a company without having to borrow any money Earning money in an industry where payments from customers were straight-forward Generating enough income to afford a private office, a bar fridge and car parking space. Fast forward 18-months and did Julie George achieve these things? Yes, she did. And more!.. Like most entrepreneurs, Julie was able to see a gap in the market, in this case, in the way Airbnb properties were managed. After listing her first property, she saw how straightforward and promising listing on the site could be. With her experience in real estate, it was easy for her to compare the income generated from longterm rentals to the more lucrative short-holiday lets. Another issue that Julie identified was that Airbnb property owners were not taking full advantage of the site. This, she discovered, was either through lack of time or inexperience. In a short turnaround, Julie had a second property on the Airbnb market while, at the same time, managing a client's properties. Throughout this process, Julie was able to put the wheels of her own business Host My Home in motion. At the same time, her book, Million Dollar Host was created. In Million Dollar Host Julie George shows YOU how: To use a multitude of strategies to make an income from Airbnb - even if you don't own property. To maximise your listing(s) on Airbnb by formatting a great listing. To implement her tips and shortcuts to make your listing stand out. To find new Airbnb properties to manage. To start building your own multi-million-dollar business on the back of the sharing economy. If financial freedom and being your own boss are just some of your dreams - read on. Julie George's entrepreneurial vision has seen her tap into the Airbnb 'sharing economy' and transform it into a highly profitable business. In Million Dollar Host, Julie shares knowledge and experience and her tips and insider tricks so you can set up a similar business in your area. She takes you through every step of the process, from maximising your listing potential to ways to expand your property management portfolio and offerings. Even better, Julie's strategies to make a hefty profit from Airbnb apply even if you don't own your own rental property! When it comes to building a business out of Airbnb, the possibilities are as endless as the earnings.

The more traditional forms of leadership that are based on static hierarchies and professional distance between leaders and followers are growing increasingly outdated and ineffective. As organizations face more complex interdependent tasks, leadership must become more personal in order to insure open trusting communication that will make more collaborative problem solving and innovation possible. Without open and trusting communications throughout organizations, they will continue to face the productivity and quality problems that result from reward systems that emphasize individual competition and "climbing the corporate ladder". Authors Edgar Schein and Peter Schein recognize this reality and call for a reimagined form of leadership that coincides with emerging trends of relationship building, complex group work, diverse workforces, and cultures in which everyone feels psychologically safe. Humble Leadership calls for "here and now" humility based on a deeper understanding of the constantly evolving complexities of interpersonal, group and intergroup relationships that require shifting our focus towards the process of group dynamics and collaboration. Humble Leadership at all levels and in all working groups will be the key to achieving the creativity, adaptiveness, and agility that organizations will need to survive and grow.

Optimize YOUR Airbnb

The Airbnb Story

Vintage 1954

The Art and Science of Reinventing Your Career and Life

Leave the World Behind

Get Paid for Your Pad

Young House Love

***(Applause Libretto Library). Finally, an authorized libretto to this modern day classic! Rent won the 1996 Pulitzer Prize for Drama, as well as four Tony Awards, including Best Musical, Best Book, and Best Score for Jonathan Larson. The story of Mark, Roger, Maureen, Tom Collins, Angel, Mimi, JoAnne, and their friends on the Lower East Side of New York City will live on, along with the affirmation that there is "no day but today." Includes 16 color photographs of productions of Rent from around the world, plus an introduction ("Rent Is Real") by Victoria Leacock Hoffman.***

***"In the grand tradition of Ben Mezrich's The Accidental Billionaires (2009)... an engaging look into a fascinating subculture of millions." -Booklist***  
***"Breezy...How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." -Wall Street Journal***  
***The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In How to Turn Down a Billion Dollars, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had sent. After an epic feud between best friends, Brown lost his stake in the company, while Spiegel has gone on to make a name for himself as a visionary-if ruthless-CEO worth billions, linked to celebrities like Taylor Swift and his wife, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company's founding trio, Gallagher has covered Snapchat from the start. He brings unique access to a company Bloomberg Business called "a cipher in the Silicon Valley technology community." Gallagher offers insight into challenges Snapchat faces as it transitions from a playful app to one of the tech industry's***



*preeminent public companies. In the tradition of great business narratives, How to Turn Down a Billion Dollars offers the definitive account of a company whose goal is no less than to remake the future of entertainment.*

*Tales of Horror & Happiness in Hospitality is a story of the good, the bad, and the ugly of home hosting, as Dr. Kiona and Maria walk you through their mistakes and innovative solutions. But this is also a book about the journey of two women from worlds apart who used their cultural perspectives to positively impact lives, one guest at a time. Dr. Kiona and Maria did not know each other at all but found themselves in the same business for similar reasons. Maria is from Peru, where she learned the importance of opening her home after hosting victims of a violent terrorist attack. Kiona is from Hawai'i and grew up in the cross-section of three cultures, understanding the importance of multiculturalism. Both of them fell into the short-term rental business as a solution to mounting debt, a desire to travel, and general insecurity around money. Attempting to alleviate financial stress, they started renting out their apartments. What they didn't know is that their individual side-hustles would ultimately bring them together. Dr. Kiona and Maria squashed their debt and started a life-changing business, Hosts2Go, where they helped people internationally to build financial security.*

*"Traces the story of Uber's rapid growth from its murky origins to its plans for expansion into radically different industries. The company is fighting local competitors and lawmakers for markets around the world; it has already faced riots and protests in cities like Paris, Rio de Janeiro, and Mumbai. It fought, and lost, an expensive and grueling battle against rival Didi in China. Uber has also poached entire departments from top research universities in a push to build the first self-driving car and possibly replace the very drivers it's worked so hard to recruit. Uber is in the headlines every day, but so much about its past and its future plans are still unknown to the public"--*

*Public speaker, transformative teacher, and CEO of Peak Potentials, Adam Markel has been inspiring people to find their best work for years. Now, for the first time, he presents his practical program for people who are looking to reinvent themselves. Here's how to "get in touch with your real self, decide exactly who you are and what you want, and make your life into a masterpiece," raves Brian Tracy, author of The Power of Self-Confidence. Whether you are out of work or want to change where you are now, Pivot inspires you on a cellular level to make lasting life changes possible. This seminal guide to successfully changing your life for the better provides stories, prompts, clear step-by-step exercises, and calls to actions throughout. You'll follow the steps of career reinvention: Creating a Vision, Getting Clear, Having a Definite Plan, Thinking Boldly, Relentless Focus, Support, and Spiritual Practice. By changing self-limiting beliefs—the internal pivot to finding clarity about what you want—you can effectively deal with the mental and emotional obstacles that normally stop you from reaching your career goals. Based on his own personal story and the success of thousands of students, Markel provides a clear and applicable program perfect for "taking charge of your life and realizing your potential" (Sharon Lechter, author of Think and Grow Rich for Women).*

*Humble Leadership*

*How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World*

*A Step-by-step Guide to Starting Your Vacation Rental Business Today*

*Inside Y Combinator*

*The Power of Relationships, Openness, and Trust*

*Fate of the States*

*'An engrossing story of audacious entrepreneurship' -- Charles Duhigg 'Captures the remarkable journey of Airbnb exceedingly well' -- Reid Hoffman 'fast paced, fun dive into one of the seminal firms of our time' -- Rana Foroohar In 2008, two broke art school graduates and their coder-whiz friend set up a platform that - in less than a decade - became one of the largest provider of accommodations in the world. Now valued at \$31 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.*

*Provides a fictionalized account of how local children took it upon themselves to save three dolphins trapped in the ice in Newfoundland.*

*A Fortune journalist examines why suburbs are transforming and losing their appeal in society-improving ways, citing such factors as shrinking birth and marriage rates, environment-driven preferences for smaller homes and a renaissance in urbanized housing that promotes healthier lifestyles.*

*Number of teams that applied to Y Combinator's summer 2011 batch: 2,089 Teams interviewed: 170 Minutes per interview: 10 Teams accepted and funded: 64 Months to build a viable startup: 3 Possibilities: BOUNDLESS Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime — it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want.*

*We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of attorneys who seek to “make attorneys obsolete.” Founders are guided by Graham’s notoriously direct form of tough-love feedback. “Here, we don’t fire you,” he says. “The market fires you. If you’re sucking, I’m not going to run along behind you, saying, ‘You’re sucking, you’re sucking, c’mon, stop sucking.’” Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in “Demo Day,” when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that’s occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.*

*Stop grinding away at work while daydreaming about a financially free existence. If you have a home and an Internet connection, you have a solution: Airbnb hosting. Get Paid For Your Pad is the veritable blueprint on how to transform your home into a short-stay rental boon. Renting in the short-stay market, when done correctly, crushes the return from long-term tenants. Like hundreds of thousands of people, you can boost your profits by 2 to 3 times with the most well known short-stay marketplace in the world: Airbnb.*

*How to Manage Properties Internationally and Tips on Making a Profit*

*The Snapchat Story*

*The Sharing Economy*

*The Airbnb Way: 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging*

*How to Maximize Profit from Your Airbnb Listing*

*The Airbnb Story by Leigh Gallagher (Summary)*

*Peak*

*A New York Times Book Review Editors' Choice A deeply funny and shrewdly observed debut novel about being lost in the very place you know by heart. Bennett Driscoll has had better days. A Turner Prize-nominated artist, Bennett was once a rising star. Now, at age fifty-five, his wife has left him, he hasn't sold a painting in two years, and his gallery wants to stop selling his work, claiming they'll have more value retrospectively...when he's dead. So, left with a large West London home and no income, he's forced to move into his artist's studio in the back garden and list his house on the popular vacation rental site, AirBed. A stranger in his own home, with his daughter, Mia, off at art school, and any new relationships fizzling out at best, Bennett has trouble finding purpose in his day-to-day. That all changes when three different guests—lonely American Alicia; tortured artist Emma; and cautiously optimistic divorcée Kirstie—unwittingly unlock the pieces of himself that have been lost to him for too long.*

*The End of Employment and the Rise of Crowd-Based Capitalism*

*Book Notes; 4*

*Blitzscaling*

*Why Bad Behavior is Almost Always Good Politics*

*Airbnb For Dummies*

*The End of the Suburbs*