

Read Online The
Outsiders Eight
Unconventional
The Outsiders
Ceos And Their
Eight
Radically Rational
Blueprint For
Success
Ceos And Their
Radically
Rational
Blueprint For
Success

“ An outstanding

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Success

book about CEOs
who excelled at
capital allocation. ”

— Warren Buffett #1
on Warren Buffett ’ s

Recommended
Reading List,
Berkshire Hathaway
Annual Shareholder
Letter, 2012 Named
one of “ 19 Books
Billionaire Charlie

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Outsiders Eight

Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

Munger Thinks You
Should Read ” in
Business Insider. “ A
book that details the
extraordinary success
of CEOs who took a
radically different
approach to
corporate
management. ” —
Charlie Munger, Vice-
Chairman of

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Unconventional
Berkshire Hathaway
Geos And Their
Corporation
“Thorndike
Radically Rational
Blueprint For
Success

explores the
importance of
thoughtful capital
allocation through
the stories of eight
successful CEOs. A
good read for any
business leader but
especially those

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Unconventional
willing to chart their own course. ” —

Michael Dell,
Radically Rational
chairman of the board of directors
Blueprint For Success

and chief executive officer of Dell What makes a successful CEO? Most people call to mind a familiar definition: “ a seasoned manager

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Success

with deep industry expertise. ” Others might point to the qualities of today ’ s so-called celebrity

CEOs—charisma, virtuoso

communication

skills, and a confident management style.

But what really matters when you run

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Unconventional
an organization?

What is the hallmark
of exceptional CEO
performance? Quite
simply, it is the

returns for the
shareholders of that
company over the
long term. In this
refreshing,
counterintuitive
book, author Will

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Thorndike brings to bear the analytical wisdom of a successful career in investing, closely evaluating the performance of companies and their leaders. You will meet eight individualistic CEOs whose firms' average returns

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outperformed the S&P 500 by a factor of twenty—in other words, an investment of \$10,000 with each of these CEOs, on average, would have been worth over \$1.5 million twenty-five years later. You may not know all their names, but you will

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recognize their companies: General Cinema, Ralston Purina, The Washington Post Company, Berkshire Hathaway, General Dynamics, Capital Cities Broadcasting, TCI, and Teledyne. In The Outsiders, you ' ll learn the

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traits and methods—striking for their consistency and relentless rationality—that helped these unique leaders achieve such exceptional performance. Humble, unassuming, and often frugal, these

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“outsiders” shunned Wall Street and the press, and shied away from the hottest new management trends. Instead, they shared specific traits that put them and the companies they led on winning trajectories: a laser-

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sharp focus on per share value as opposed to earnings or sales growth; an exceptional talent for allocating capital and human resources; and the belief that cash flow, not reported earnings, determines a company ' s long-

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term value. Drawing on years of research and experience, Thorndike tells eye-opening stories, extracting lessons and revealing a compelling alternative model for anyone interested in leading a company or investing in

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Unconventional
one—and reaping
Ceos And Their
extraordinary returns.
Radically Rational

50 years of an iconic
Blueprint For
classic! The

international

bestseller and

inspiration for a

beloved movie--now

with bonus content.

This special edition of

the groundbreaking

novel contains: Never

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before seen photos
and letters from the
publisher's archives

Original review

clippings and media

coverage Photos from

the author ' s

personal collection A

gallery of covers

around the world

New material from

the stars and director

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of the iconic film--including Francis Ford Coppola, Rob Lowe, Matt Dillon, and others And much more! Celebrating 50 years of the novel that laid the groundwork for the YA genre, this is the ultimate edition for fans of THE

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UNCONVENTIONAL
CEOS AND THEIR
RADICALLY RATIONAL
BLUEPRINT FOR
SUCCESS

OUTSIDERS. A

perfect way to honor
this impressive
milestone and a must-
have for fans of all
ages. Ponyboy can
count on his
brothers. And on his
friends. But not on
much else besides
trouble with the Socs,
a vicious gang of rich

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kids whose idea of a good time is beating up on “greasers” like Ponyboy. At least he knows what to expect—until the night someone takes things too far.

Imagine, if you can, the world of business - without corporate strategy. Remarkably,

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fifty years ago that's
the way it was.

Businesses made
plans, certainly, but
without

understanding the
underlying dynamics
of competition, costs,
and customers. It was
like trying to design a
large-scale
engineering project

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without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even

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they imagined. In
The Lords of
Strategy, renowned
business journalist
and editor Walter
Kiechel tells, for the
first time, the story of
the four men who
invented corporate
strategy as we know it
and set in motion the
modern, multibillion-

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dollar consulting
industry: Bruce
Henderson, founder
of Boston Consulting
Group Bill Bain,
creator of Bain &
Company Fred
Gluck, longtime
Managing Director of
McKinsey &
Company Michael
Porter, Harvard

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Unconventional
Business School
Ceos And Their
professor Providing a
Radically Rational
window into how to
Blueprint For
think about strategy
Success
today, Kiechel tells

their story with
novelistic flair. At
times inspiring, at
times nearly
terrifying, this book is
a revealing account of
how these iconoclasts

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and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

In the spring of 2010, Harvard Business School ' s graduating

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class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He

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shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article.

Although

Christensen ' s thinking is rooted in his deep religious faith, these are strategies anyone can

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use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a

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part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

Strategies of the

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World's Greatest
Geos And Their
Concentrated Value
Radically Rational
Investors
... and the Eight
Other Business
Delusions That
Deceive Managers
Waste Management
Insights and
Interviews from
Business Leaders
Judgment in

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Unconventional
Managerial Decision
Geos And Their
Making
Radically Rational
Getting There
The Halo Effect
Blueprint For
Success

**Recounts how
Waste
Management,
Inc. created a
business
opportunity
out of the
growing**

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

**environmental
movement
over the past
twenty years,
becoming the
world's largest
and most
successful
provider of
environmental
management
services.**

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

**Seize the
competitive
edge through
intelligent,
differentiated
capital
allocation The
intelligent
deployment of
capital is one
of the most
effective ways**

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Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

**to create long-
term value.
But despite
this, there are
very few
capital
allocation
experts on the
boards of the
largest
publicly
traded**

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Ceos And Their
Radically Rational
Blueprint For
Success

**companies,
and academic
research
consistently
finds that
most firms
deploy capital
sub-optimally.
Capital
Allocation
aims to
educate senior**

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Outsiders Eight
Unconventional
leaders, board
members,
investors,
students, and
anyone

interested in
business on
this important
topic. Until
now very little
has been
written on

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Outsiders Eight
Unconventional
Cops And Their
Radically Rational
Blueprint For
Success

**capital
allocation
outside of
academia,
even though
the strategic
deployment of
excess capital
is an
increasingly
significant
source of**

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Unconventional
**competitive
advantage for
many
companies.**
Radically Rational
Blueprint For
Success

**David Giroux,
Chief
Investment
Officer for
Equities and
Multi-Asset
and Head of
Investment**

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Geos And Their
Radically Rational
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Success

**Strategy at T.
Rowe Price,
covers the
entire gamut
of capital
allocation
issues,
including
optimal capital
structure,
capital
allocation**

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Unconventional
alternatives,
Ceos And Their
mergers &
Radically Rational
acquisitions,
Blueprint For
and special
Success
situations.

**Capital
Allocation
walks you
through this
critical topic
from
beginning to**

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Unconventional
end, including:
Ceos And Their
Stories of
Radically Rational
companies
Blueprint For
Success

that allocated
capital in ways
that created
significant
shareholder
value Several
real-life decisi
on-making
models you

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

**can use for
strategically
allocating your
firm's capital
Guidelines for
generating
high returns in
the long term
to build
sustainable
shareholder
wealth Giroux**

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

**uses academic
research,
personal
experience,
and
uncomplicated
mathematics
to reveal
approaches
and actions
that create
long-term**

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Outsiders Eight
Unconventional
value. He
Ceos And Their
provides case
Radically Rational
studies from
Blueprint For
Kodak,
Success
Comcast,
Thermo Fisher
Scientific,
Danaher,
General
Electric,
Microsoft, and
others

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Unconventional
Ceo's And Their
Radically Rational
Blueprint For
Success

**showing how
capital
allocation
has—and hasn
't—worked in
real-life
situations.
And he shows
how to use
capital
allocation to
head off**

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

**possible
activist
investors.
Capital
Allocation
offers
everything
you need to
know for
deploying
capital wisely
to outperform**

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Outsiders Eight
Unconventional
your
Geos And Their
competitors
Radically Rational
over the long
Blueprint For
term.

A
comprehensiv
e and practical
guide to the
stock market
from a
successful
fund manager

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Outsiders Eight
Unconventional
—filled with
Ceos And Their
case studies,
Radically Rational
important
Blueprint For
background
information,
and all the
tools you'll
need to
become a
stock market
genius. Fund
manager Joel

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Geos And Their
Radically Rational
Blueprint For
Success

**Greenblatt has
been beating
the Dow (with
returns of 50
percent a**

**year) for more
than a decade.
And now, in
this highly
accessible
guide, he's
going to show**

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Geos And Their
Radically Rational
Blueprint For
Success

**you how to do
it, too. You're
about to
discover
investment
opportunities
that portfolio
managers, bus
iness-school
professors,
and top
investment**

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Unconventional
experts
Ceo's And Their
regularly miss
Radically Rational
—uncharted
Blueprint For
areas where
Success
the individual
investor has a
huge
advantage
over the Wall
Street
wizards. Here
is your

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Geos And Their
Radically Rational
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Success

**personal
treasure map
to special
situations in
which big
profits are
possible,
including: ·
Spin-offs ·
Restructurings
· Merger
Securities ·**

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Unconventional
Rights

**Offerings · Rec
apitalizations ·
Bankruptcies ·
Risk Arbitrage**

*** Our summary
is short,
simple and
pragmatic. It
allows you to
have the
essential ideas**

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Geos And Their
Radically Rational
Blueprint For
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**of a big book
in less than 30
minutes. As
you read this
summary,
you'll learn
about eight
executives
who have
enabled their
companies to
generate**

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**exceptional
returns for
their
shareholders.**

**You will also
discover: the
landmark
decisions
these leaders
made to
transform
their**

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Radically Rational
Blueprint For
Success

**companies ;
the
commonalities
in their visions
and methods;
the skills that
shareholders
expect from
executives in
terms of value
creation; the
importance of**

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Unconventional
being
Ceos And Their
surrounded by
Radically Rational
people you
Blueprint For
can trust; how
Success
effective
management
can distance
itself from the
demands of
market
players. From
an economic

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Radically Rational
Blueprint For
Success

**point of view,
the raison
d'être of a
company is
the creation of
value. The role
of the
manager is
therefore
fundamental
and many
investors are**

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Success

**interested in
his skills to
judge the
potential
value of a
company. The
Outsiders
presented
here are not
always leaders
known to the
general public,**

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Unconventional
but they have
nevertheless
been at the
head of
companies
that have
achieved
exceptional
results. Their
backgrounds
and methods
demonstrate

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Unconventional
the
Geos And Their
importance of
Radically Rational
executive deci
Blueprint For
sion-making.
Success

**How did the
Outsiders
manage to
build
companies
that
outperformed
the market**

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Radically Rational
Blueprint For
Success

**and their
peers? *Buy
now the
summary of
this book for
the modest
price of a cup
of coffee!**

**The Outsiders
Cable Cowboy
The Art of
Value**

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Ceos And Their
Radically Rational
Blueprint For
Success

**Investing
Someone
Else's Money
John Malone
and the Rise
of the Modern
Cable Business
Quality
Investing
You Can Be a
Stock Market
Genius**

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Recommended

Reading by Warren

Buffet in his March

2013 Letter to

Shareholders How

speculation has come

to dominate investme

nt—a hard-hitting look

from the creator of

the first index fund.

Over the course of his

sixty-year career in

the mutual

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Unconventional
fundindustry,
Vanguard Group
Radically Rational
founder John C.
Bogle has witnessed
amassive shift in the
culture of the
financial sector. The
prudent, value-adding
culture of long-term
investment has been
crowded outby an
aggressive, value-
destroying culture of

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Unconventional
short-
Geos And Their
termspeculation. Mr.
Radically Rational
Bogle has not been
Blueprint For
merely an eye-witness
Success
to thesechanges, but
one of the financial
sector's most
activeparticipants. In
The Clash of the
Cultures, he urges a
return tothe common
sense principles of
long-term investing.

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*Provocative and
refreshingly candid,
this book discusses
Mr. Bogle's views on
the changing culture
in the mutual fund
industry, how
speculation has
invaded our national
retirement system,
the failure of our
institutional money
managers to*

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*effectively participate
in corporate
governance, and the
need for a
federal standard of
fiduciary duty. Mr.
Bogle recounts the
history of the index
mutual fund, how
he created it, and how
exchange-traded
index funds have
altered its original*

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concept of long-term investing. He also presents a first-hand history of Wellington Fund, a real-world case study on the success of investment and the failure of speculation. The book concludes with ten simple rules that will help investors meet their financial

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goals. Here, he presents a common sense strategy that "may not be the best strategy ever devised. But the number of strategies that are worse is infinite." The Clash of the Cultures: Investment vs. Speculation completes the trilogy of best-

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selling books,
beginning with Bogle
on Investing: The
First 50 Years (2001)
and Don't Count on
It! (2011)
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Blueprint for
Success Harvard
Business Press

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Success

Warren Buffett built Berkshire Hathaway into something remarkable—and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article,

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she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to

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*chronicle his work for
Fortune, writing and
proposing scores of
stories that tracked
his many accomplish
ments—and also his
occasional mistakes.
Now Loomis has
collected and updated
the best Buffett
articles Fortune
published between
1966 and 2012,*

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*including thirteen
cover stories and a
dozen pieces authored
by Buffett himself.
Loomis has provided
commentary about
each major article
that supplies context
and her own
informed point of
view. Readers will
gain fresh insights
into Buffett's*

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*investment strategies
and his thinking on
management,
philanthropy, public
policy, and even
parenting. Some of
the highlights
include: The 1966 A.
W. Jones story in
which Fortune first
mentioned Buffett.
The first piece Buffett
wrote for the*

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*magazine, 1977's
"How Inflation
Swindles the Equity
Investor." Andrew
Tobias's 1983 article
"Letters from
Chairman Buffett,"
the first review of his
Berkshire Hathaway
shareholder letters.
Buffett's stunningly
prescient 2003 piece
about derivatives,*

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Success

***“Avoiding a Mega-
Catastrophe.” His
unconventional
thoughts on
inheritance and
philanthropy,
including his
intention to leave his
kids “enough money
so they would feel
they could do
anything, but not so
much that they could***

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do nothing.” Bill
Gates’s 1996 article
describing his early
impressions of Buffett
as they struck up
their close friendship.
Scores of Buffett
books have been
written, but none can
claim this work’s
combination of trust
between two friends,
the writer’s deep

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Geos And Their
Radically Rational
Blueprint For
Success For
*understanding of
Buffett's world, and
a very long-term
perspective.*

*In an anticipated
book on business
management for our
time, Jack Welch
surveys the landscape
of his career running
General Electric, one
of the world's largest
and most successful*

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Unconventional
corporations. Here he
Ceos And Their
reveals his philosophy
Radically Rational
and management
Blueprint For
style.

The best executive
letters from Warren
Buffett, Prem Watsa
and other great CEOs
40 Chances
Business Adventures
Dear Shareholder
Secrets from the
Berkshire Hathaway

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Unconventional
Managers
A True Story of
Radically Rational
Building Leaders by
Breaking the Rules
Turn The Ship
Around!

Says Bill Ackman
of Pershing
Square Capital
Management
about The Art of
Value Investing:
"I learned the

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investment
Geos And Their
business largely
Radically Rational
from the work
Blueprint For
and thinking of
Success other investors.

The Art of Value
Investing is a
thoughtfully
organized
compilation of
some of the best
investment
insights I have

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Unconventional
Geos And Their
Radically Rational
Blueprint For
Success
ever read. Read
this book with
care. It will be
one of the highest-
return

investments you
will ever make."

Based on
interviews with
the world's most-
successful value
investors, The Art
of Value

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

Investing offers a
comprehensive
set of answers to
the questions
every equity
money manager
should have
thought through
clearly before
holding himself
or herself out as
a worthy steward
of other people's

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Unconventional
money. What
Ceos And Their
market
Radically Rational
inefficiencies will
Blueprint For
I try to exploit?
Success
How will I
generate ideas?
What will be my
geographic
focus? What
analytical edge
will I hope to
have? What
valuation

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Unconventional
Cops And Their
Radically Rational
Blueprint For
Success?

methodologies
will I use? What
time horizon will
I typically
employ? How
many stocks will I
own? How
specifically will I
decide to buy or
sell? Will I hedge,
and how? How
will I keep my
emotions from

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Geos. And Their
Radically Rational
Blueprint For
Success?
getting the best
of me? Who
should read The
Art of Value
Investing? It is as
vital a resource
for the just
starting out
investor as for
the sophisticated
professional one.
The former will
find a

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Outsiders Eight
Unconventional
Comprehensive
Guidebook for
Defining a Sound
Investment
Strategy from A-
to-Z; the latter
will find all
aspects of his or
her existing
practice
challenged or
reconfirmed by
the provocative

Read Online The Outsiders Eight Unconventional Ceos And Their Radically Rational Blueprint For Success - thinking of their most-successful peers. It also is a must read for any investor - institutional or individual - charged with choosing the best managers for the money they are allocating to equities.

Read Online The
Outsiders Eight

Unconventional
CEOs And Their
Radically Rational
Blueprint For
Success

Choosing the
right managers
requires knowing
all the right
questions to ask
as well as the
answers worthy
of respect and
attention - both
of which are
delivered in The
Art of Value
Investing.

Read Online The
Outsiders Eight

Unconventional
Geos And Their
Radically Rational
Blueprint For
Success
The struggle of
three brothers to
stay together
after their
parent's death
and their quest
for identity
among the
conflicting values
of their
adolescent
society.

Discover the

Page 92/254

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Outsiders Eight
Unconventional
secrets of the
world's top
concentrated
value investors
Concentrated
Investing:
Strategies of the
World's Greatest
Concentrated
Value Investors
chronicles the
virtually
unknown—but

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Outsiders Eight
Unconventional
wildly
successful—value
investors who
have regularly
and spectacularly
blown away the
results of even
the world's top
fund managers.
Sharing the
insights of these
top value
investors, expert

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Outsiders Eight
Unconventional
authors Allen
Benello, Michael
van Biema, and
Tobias Carlisle
unveil the
strategies that
make
concentrated
value investing
incredibly
profitable, while
at the same time
showing how to

Read Online The
Outsiders Eight

Unconventional
Geos And Their
mitigate risk over
time.

Radically Rational
Blueprint For
Highlighting the
history and

approaches of
four top value
investors, the
authors tell the
fascinating story
of the investors
who dare to tread
where few others
have, and the

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

wildly-successful
track records
that have
resulted. Turning
the notion of
diversification on
its head,
concentrated
value investors
pick a small
group of
undervalued
stocks and hold

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

onto them
through even the
lean years. The
approach has
been championed
by Warren
Buffett, the best
known value
investor of our
time, but a small
group of lesser-
known investors
has also used this

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Outsiders Eight
Unconventional
approach to
achieve
Radically Rational
outstanding
returns. Discover
the success of
Lou Simpson, a
former GEICO
investment
manager and
eventual
successor to
Warren Buffett at
Berkshire

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Outsiders Eight

Hathaway Read
about Kristian

Siem, described
as "Norway's

Warren Buffett,"
and the success

he has had at
Siem Industries

Concentrated
Investing will

quickly have you
re-thinking the

conventional

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

wisdom related to
diversification
and learning from
the top
concentrated
value investors
the world has
never heard of.
Quality. We all
make judgments
about it every
day. Yet
articulating a

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Outsiders Eight

Unconventional
clear definition of
Geos And Their
quality in an
Radically Rational
investing context
Blueprint For
is challenging.

Success
This book
addresses the
challenge, and
distills years of
practical
investing
experience into a
definitive account
of this under-

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

explored
investment
philosophy.
Finance theory
has it that
abnormal
outcomes do not
persist, that
exceptional
performance will
soon enough
become average
performance.

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Unconventional
Geos And Their
Radically Rational
Blueprint For

Success
Quality investing
involves seeking
companies with
the right
attributes to
overcome these
forces of mean
reversion and,
crucially, owning
these outstanding
companies for the
long term. This
book pinpoints

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and explains the characteristics that increase the probability of a company prospering over time - as well as those that hinder such chances. Throughout, a series of fascinating real-life case studies

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Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

illustrate the traits that signify quality, as well as some that flatter to deceive. The authors' firm, AKO Capital, has a strong track record of finding and investing in quality companies - helping it deliver

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Outsiders Eight
Unconventional
a compound
Ceos And Their
annual growth
Radically Rational
rate more than
Blueprint For
double that of the
Success
market since
inception. *Quality
Investing* sheds
light on the
investment
philosophy,
processes and
tough lessons
that have

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For

contributed to
this consistent
outperformance.

Jack

The Warren
Buffett CEO
Behind the
Scenes with
Berkshire
Hathaway
Billionaire
Charlie Munger
The Unusual

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Unconventional
Billionaires
What It Takes to
Dominate the
21st Century
Economy
The Clash of the
Cultures
Eight
Unconventional
CEOs and Their
Radically
Rational
Blueprint for

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Outsiders Eight
Unconventional
Success

An inside look at
a cable titan and
his industry John
Malone, hailed as
one of the great
unsung heroes of
our age by some
and reviled by
others as a
ruthless robber
baron, is

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Radically Rational
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Success

revealed as a bit
of both in Cable
Cowboy. For
more than twenty-
five years, Malone
has dominated
the cable
television
industry, shaping
the world of
entertainment
and

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communications,
first with his
cable company
TCI and later with
Liberty Media.

Written with Malo
ne's unprecedented
cooperation,
the engaging
narrative brings
this controversial
capitalist and

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Outsiders Eight

Unconventional
businessman to
life. Cable

Geos And Their
Radically Rational
Cowboy is at once
Blueprint For
a penetrating
Success
portrait of

Malone's
complex persona,
and a captivating
history of the
cable TV

industry. Told in
a lively style with

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Success

exclusive details,
the book shows
how an unassumi
ngcopper strand
started as a

backwoods
antenna service
and became
thedigital
nervous system
of the U.S., an
evolution that

Read Online The
Outsiders Eight
Unconventional
gave
U.S.consumers
the fastest route
to the Internet.
Cable Cowboy
revealsthe forces
that propelled
this pioneer to
such great
heights,
andcaptures the
immovable

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Outsiders Eight
Unconventional
Ceo's And Their
Radically Rational
Blueprint For
Success
conviction and
quicksilver mind
that have defined
John Malone
throughout his
career.

Bruce Greenwald,
one of the
nation's leading
business
professors,
presents a new

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Unconventional

and simplified
approach to
strategy that cuts
through much of
the fog that has

surrounded the
subject. Based
on his hugely
popular course at
Columbia

Business School,
Greenwald and

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his coauthor,
Judd Kahn, offer
an easy-to-follow
method for

understanding
the competitive
structure of your
industry and
developing an
appropriate
strategy for your
specific position.

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Unconventional

Over the last two
decades, the
conventional
approach to
strategy has

become

frustratingly
complex. It's

easy to get lost in
a sophisticated
model of your
competitors,

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

suppliers,
buyers,
substitutes, and
other players,
while losing sight
of the big
question: Are
there barriers to
entry that allow
you to do things
that other firms
cannot?

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Outsiders Eight
Unconventional
“Business
Ceos And Their
Adventures
Radically Rational
Blueprint For
Success
remains the best
business book
I've ever read.”

—Bill Gates, The
Wall Street
Journal What do
the \$350 million
Ford Motor
Company
disaster known

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as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic

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Ceos And Their
Radically Rational
Blueprint For
Success

company was
defined by a
particular
moment of fame
or notoriety;

these notable and
fascinating
accounts are as
relevant today to
understanding
the intricacies of
corporate life as

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Radically Rational
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Success

they were when
the events
happened.

Stories about
Wall Street are
infused with
drama and
adventure and
reveal the
machinations and
volatile nature of
the world of

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Outsiders Eight
Unconventional
finance.

Longtime New
Yorker

contributor John
Brooks's

insightful

reportage is so

full of personality

and critical detail

that whether he is

looking at the

astounding

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Outsiders Eight
Unconventional
market crash of
Ceos And Their
1962, the
Radically Rational
collapse of a well-
Blueprint For
known brokerage
Success
firm, or the bold
attempt by
American
bankers to save
the British
pound, one gets
the sense that
history repeats

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Outsiders Eight
Unconventional
itself. Five
Ceos And Their
additional stories
Radically Rational
on equally
Blueprint For
fascinating
Success
subjects round
out this
wonderful
collection that
will both
entertain and
inform readers . .
. Business

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Outsiders Eight

Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success
Adventures is
truly financial
journalism at its
liveliest and best.

Praise for Damn
Right! From the
author of the
bestselling

WARREN

BUFFETT

SPEAKS. . .

"Charlie Munger,

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whose reputation
is deep and wide,
based on an
extraordinary
record of

brilliantly
successful
business
strategies, sees
things that others
don't. There is a
method to his

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

mastery and,
through this
book, we get a
chance to learn
about this rare
individual."

-MICHAEL

EISNER,

Chairman and

CEO, The Walt

Disney Company

"Janet Lowe

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Ceos And Their
Radically Rational
Blueprint For
Success

uncovers the
iconoclastic
genius and subtle
charm behind

Charlie Munger's
curmudgeonly
facade in this
richly woven
portrait of our
era's heir to Ben
Franklin. With a
biographer's

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Ceo's And Their
Radically Rational
Blueprint For
Success

detachment, an
historian's
thoroughness,
and a financial
writer's common
sense, Lowe
produces a
riveting account
of the family,
personal, and
business life of
the

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Outsiders Eight
Unconventional
Ceos And Their
idiosyncratically
complex and
Radically Rational
endlessly
fascinating
Blueprint For
Success
figure."

-LAWRENCE
CUNNINGHAM,
Cardozo Law
School, Author of
The Essays of
Warren Buffett:
Lessons for

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Outsiders Eight
Unconventional
Corporate
Geos And Their
America "For
Radically Rational
years, Berkshire
Blueprint For
Hathaway
Success

shareholders and
investors
worldwide (me
included) have
struggled to learn
more about
Warren Buffett's
cerebral sidekick.

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Unconventional
Now we can rest
Ceos And Their
and enjoy
Radically Rational
reading Janet
Blueprint For
Lowe's book
Success
about this rare
intellectual jewel
called Charlie
Munger."

-ROBERT G.
HAGSTROM,
Author of The
Warren Buffett

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Success

Way "Charlie has lived by the creed that one should live a life that doesn't need explaining. But his life should be explained. In a city where heroism is too often confused with celebrity,

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Charlie is a true hero and mentor. He lives the life lessons that he has studiously extracted from other true heroes and mentors, from Ben Franklin to Ben Graham. This book illuminates

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Outsiders Eight
Unconventional

those life
lessons."

-RONALD L.

OLSON, Munger,
Tolles & Olson llp

"Janet Lowe's
unprecedented
access to Charlie
Munger and
Warren Buffett
has resulted in a
first-class book

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Outsiders Eight

Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success
that investors,
academics, and
CEOs will find
entertaining and
highly

useful."-TIMOTHY P. VICK, Money
Manager and
Author of How to
Pick Stocks Like
Warren Buffett
Inside the

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Investments of
Geos And Their
Warren Buffett
Radically Rational
Words of Wisdom
Blueprint For
from the
Success
Partnership
Letters of the
World's Greatest
Investor
Straight from the
Gut
How the World's
Best Investors

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Unconventional
Beat the Market
Ceos And Their
Tap Dancing to
Radically Rational
Work
Blueprint For
Untangling Skill
and Luck in
Business, Sports,
and Investing

*The shareholder
letters of
corporate
leaders are a*

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Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

*rich source of
business and
investing
wisdom. There
is no more
authoritative
resource on
subjects ranging
from leadership
and
management to
capital*

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Outsiders Eight
Unconventional
allocation and
Ceos And Their
company
Radically Rational
culture. But
Blueprint For
with thousands
Success
of shareholder
letters written
every year, how
can investors
and students of
the corporate
world sift this
vast swathe to

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Outsiders Eight

Unconventional
Geos And Their
Radically Rational
Blueprint For
Success
*unearth the best
insights? Dear
Shareholder is
the solution! In
this masterly
new collection,
Lawrence A.
Cunningham,
business expert
and acclaimed
editor of The
Essays of*

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Ceos And Their
Radically Rational
Blueprint For
Success

*Warren Buffett,
presents the
finest writers in
the genre of the
shareholder*

*letter, and the
most significant
excerpts from
their total
output. Skillfully
curated, edited
and arranged,*

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

*these letters
showcase the
ultimate in
business and
investment
knowledge from
an all-star team.*

*Dear
Shareholder
holds letters by
more than 20
different leaders*

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Unconventional
from 16

Ceos And Their
companies.

Radically Rational
These leaders
Blueprint For
include Warren
Success
Buffett

(Berkshire

Hathaway), Tom

Gayner

(Markel), Kay

Graham and

Don Graham

(The

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Unconventional
Washington
Post and
Graham
Holdings),
Roberto
Goizueta (Coca-
Cola), Ginni
Rometty (IBM),
and Prem Watsa
(Fairfax). Topics
covered in these
letters include

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*the long-term
focus, corporate
culture and
commitment to
values, capital
allocation,
buybacks,
dividends,
acquisitions,
management,
business
strategy, and*

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Outsiders Eight
Unconventional
executive
Ceos And Their
compensation.
Radically Rational
As we survey
Blueprint For
the corporate
Success
landscape in
search of
outstanding
companies run
by first-rate
managers,
shareholder
letters are a

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Unconventional
valuable
Ceos And Their
resource. The
Radically Rational
letters also
Blueprint For
contain a wealth
Success
of knowledge on
the core topics
of effective
business
management.
Let Dear
Shareholder be
your guide.

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Unconventional
Controversial
and
Ceos And Their
Radically Rational
iconoclastic, a
Blueprint For
veteran
Success
corporate
manager and
business school
professor
exposes the
dangerous
myths,
fantasies, and

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Ceo's And Their
Radically Rational
Blueprint For
Success

*delusions that
pervade much
of the business
world today.*

*'Gribbin takes
us through the
basics with his
customary
talent for
accessibility and
clarity' Sunday
Times The world*

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

*around us can
be a complex,
confusing place.
Earthquakes
happen without
warning, stock
markets
fluctuate,
weather
forecasters
seldom seem to
get it right -*

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Outsiders Eight
Unconventional
even other
Ceos And Their
people continue
Radically Rational
to baffle us.
Blueprint For
How do we
Success
make sense of it
all? In fact, John
Gribbin reveals,
our seemingly
random
universe is
actually built on
simple laws of

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

*cause and effect
that can explain
why, for
example, just
one vehicle
braking can
cause a traffic
jam; why wild
storms result
from a slight
atmospheric
change; even*

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Outsiders Eight

Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

*how we evolved
from the most
basic materials.*

*Like a zen
painting, a
fractal image or
the pattern on a
butterfly's
wings, simple
elements form
the bedrock of a
sophisticated*

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Outsiders Eight
Unconventional
whole.

*Synthesizing
chaos and
complexity
theory for the
perplexed, Deep
Simplicity
brilliantly
illuminates the
harmony
underlying our
existence.*

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Outsiders Eight

Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

*Examines the
importance of
skill and luck,
describes how
to develop*

*analytical tools
to understand
them, and offers
suggestions on
putting these
findings to work
to achieve*

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Outsiders Eight
Unconventional
success.

*An American
Radically Rational
Corporate
Blueprint For
Success*

Investing

Lords of

Strategy

The Great

Mental Models:

General

Thinking

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Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

*Concepts
Investment vs.
Speculation
A Book of
Mentors*

Twenty Cases

What makes a company truly outstanding? What is the secret sauce of delivering successful results over multiple decades? What is common to Asian

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Unconventional
Paints, HDFC Bank,
Axis Bank, Marico,
Berger Paints, Page
Industries and Astral
Poly? They are Unusual
Companies, built by
Unusual Billionaires.
This book tells the story
of these seven
companies, handpicked
out of 5000 listed on the
stock exchange. Built by
visionary business
leaders, they have

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delivered outstanding results for a decade and more. How did these companies do it? Why couldn't this be replicated by other companies? What are they doing differently? Saurabh Mukherjea, bestselling author of Gurus of Chaos, delivers an exceptional book with lessons to learn from these seven

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businesses. Mukherjea tells you why focusing on the core business is central to corporate success and how a promoter giving up control to the top management could be a boon. He also explains how investors can generate market-beating investment returns from identifying companies such as these using a

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*Unconventional
simple set of metrics.*

Packed with these

learnings are riveting

corporate stories of how

Hindustan Unilever

made an aggressive bid

to buy Harsh

Mariwala's business,

but had to sell a

business to him in a few

years, or how Page

Industries found an

innovative way to stop

unionization at their

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Outsiders Eight
Unconventional
manufacturing units.

*Other stories include the
turnaround of Axis Bank
and the boardroom coup
that led to its
chairman's exit and
how Vijay Mallya sold
Berger Paints to the
Dhingra brothers. This
book is mandatory
reading for anyone who
wants to understand
how business is done
successfully in India.*

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'David Marquet is the kind of leader who comes around only once in a generation... his ideas and lessons are invaluable' Simon Sinek, author of *Start With Why*

Captain David Marquet was used to giving orders. In the high-stress environment of the USS Santa Fe, a nuclear-powered submarine, it was

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*Unconventional
Geos And Their
Radically Rational
Blueprint For
Success*

*crucial his men did their
job well. But the ship
was dogged by poor
morale, poor
performance and the
worst retention in the
fleet. One day, Marquet
unknowingly gave an
impossible order, and
his crew tried to follow
it anyway. He realized
he was leading in a
culture of followers, and
they were all in danger*

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Unconventional
*unless they
fundamentally changed
the way they did things.*

*Marquet took matters
into his own hands and
pushed for leadership at
every level. Before long,
his crew became fully
engaged and the Santa
Fe skyrocketed from
worst t first in the fleet.
No matter your business
or position, you can
apply Marquet's*

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Outsiders Eight
Unconventional
Ceo's And Their
Radically Rational
Blueprint For
Success

*approach to create a
workplace where
everyone takes
responsibility for their
actions, people are
healthier and happier -
and everyone is a
leader.*

*Charles Munger is
Warren Buffett decade's
long business partner,
and his investment filter,
jokingly called by Mr.
Buffett - the abominable*

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no man. The early pages cover Munger's family history, his framework for investing [wait for the fat pitches, and assess each opportunity using rational, rigorous frameworks drawn from multiple disciplines (and not finance theory!)], and even some warm testaments from family, friends and colleagues.

The next section,

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*Unconventional
Geos And Their
Radically Rational
Blabprint For
Success*

*assembled by leading
investor Whitney Tilson,
is well edited and
benefits from Tilson's
massaging of quotations
made over time into
logical sub-headings.
The bulk of the text
though is, as the subtitle
suggests, the wit and
wisdom of Mr. Munger
as conveyed through
various speeches in the
last couple decade or so*

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Outsiders Eight
Unconventional
before 2006.

Since the 1950s, Warren Buffett and his partners have backed some of the twentieth century's most profitable, trendsetting companies. But how did they know they were making the right investments? What did Buffet and his partners look for in an up-and-coming company, and how can others replicate

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their approach? A gift to Buffett followers who have long sought a pattern to the investor's success, Inside the Investments of Warren Buffett presents the most detailed analysis to date of Buffet's long-term investment portfolio.

Yefei Lu, an experienced investor, starts with Buffett's interest in the Sanborn Map Company

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Unconventional
in 1958 and tracks
nineteen more of his
major investments in
companies like See's
Candies, the
Washington Post,
GEICO, Coca-Cola, US
Air, Wells Fargo, and
IBM. Accessing
partnership letters,
company documents,
annual reports, third-
party references, and
other original sources,

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Lu pinpoints what is unique about Buffett's timing, instinct, use of outside knowledge, and postinvestment actions, and he identifies what could work well for all investors in companies big and small, domestic and global. His substantial chronology accounts for broader world events and fluctuations in the U.S.

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Outsiders Eight

*stock market, suggesting
Buffett's most important
trait may be the breadth
of his expertise.*

*SUMMARY - The
Outsiders: Eight
Unconventional CEOs
and Their Radically
Rational Blueprint for
Success by William N.
Thorndike*

*Competition
Demystified*

The Success Equation

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Unconventional
The Wit and Wisdom of
Charles T. Munger

Damn Right! Rational

Investing Through the
Capital Cycle: A Money
Manager's Reports

2002-15

Modern Monopolies

Using the letters

Warren Buffett

wrote to his

partners

between 1956

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Unconventional
and 1970, a
Ceos And Their
veteran
Radically Rational
financial advisor
Blueprint For
presents the
Success
renowned guru's
"ground rules"
for investing—g
uidelines that
remain
startlingly
relevant today.
In the fourteen

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Outsiders Eight
Unconventional
Geos And Their
Radically Rational
Blueprint For
Success

***years between
his time in New
York with value-
investing guru
Benjamin
Graham and his
start as
chairman of
Berkshire
Hathaway,
Warren Buffett
managed***

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Unconventional

Buffett

Partnership

**Limited, his first
professional
investing**

partnership.

**Over the course
of that time—a
period in which
he experienced
an**

unprecedented

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Unconventional
record of
Ceos And Their
success—Buffett
Radically Rational
wrote
Blueprint For
semiannual
Success
letters to his
small but
growing group
of partners,
sharing his
thoughts,
approaches, and
reflections.

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Radically Rational
Blueprint For
Success

***Compiled for
the first time
and with
Buffett's
permission, the
letters spotlight
his contrarian
diversification
strategy, his
almost religious
celebration of
compounding***

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Radically Rational
Blueprint For
Success

***interest, his
preference for
conservative
rather than
conventional
decision
making, and his
goal and tactics
for bettering
market results
by at least 10%
annually.***

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Success

***Demonstrating
Buffett's
intellectual
rigor, they
provide a
framework to
the craft of
investing that
had not existed
before: Buffett
built upon the
quantitative***

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***contributions
made by his
famous teacher,
Benjamin
Graham,
demonstrating
how they could
be applied and
improved.
Jeremy Miller
reveals how
these letters***

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Blueprint For
Success

***offer us a rare
look into
Buffett's mind
and offer
accessible***

***lessons in
control and disci
pline—effective
in bull and bear
markets alike,
and in all types
of investing***

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***Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success***
***climates—that
are the bedrock
of his success.***

***Warren Buffett's
Ground Rules***

***paints a portrait
of the sage as a
young investor
during a time
when he***

***developed the
long-term value-***

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Unconventional
oriented
Ceos And Their
strategy that
Radically Rational
helped him
Blueprint For
build the
Success
foundation of
his
wealth—rules
for success
every investor
needs today.
"Everyone
knows Warren is

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Radically Rational
Blueprint For
Success

***the greatest
investor of our
time. . . . This
book for the
first time
captures his
genius as a
manager."***

—Jack Welch

***The first book to
reveal the
investment and***

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Unconventional
management
Ceos And Their
strategies of the
Radically Rational
Berkshire
Blueprint For
Hathaway all-
Success
star

management
team. Much has
been written
about Warren
Buffett and his
investment
philosophy;

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Ceos And Their
Radically Rational
Blueprint For
Success

***little has been
made public
about the inside
management of
Berkshire***

***Hathaway. With
a market cap
exceeding 100
billion ,
Berkshire
Hathaway has a
market value***

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***surpassing
many icons of
American
business such as
Dell, AT&T,
Disney, Ford,
Gillette,
American
Express, and
GM. Drawing on
his personal
experiences as***

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***well as those of
Berkshire's
chief executives,
officers, and
directors
interviewed for
this book,
Berkshire
insider Robert
P. Miles
provides a
unique look at***

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Radically Rational
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Success

***the Berkshire
Hathaway
culture and its
management
principles.***

***What do Google,
Snapchat,
Tinder, Amazon,
and Uber have
in common,
besides soaring
market share?***

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Unconventional

***They're
platforms - a
new business
model that has
quietly become
the only game in
town, creating
vast fortunes for
its founders
while
dominating
everyone's daily***

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Success

***life. A platform,
by definition,
creates value by
facilitating an
exchange
between two or
more
interdependent
groups. So,
rather than
making things,
they simply***

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Unconventional
connect people.
Geos And Their
The Internet
Radically Rational
today is awash
Blueprint For
in platforms -
Success
Facebook is
responsible for
nearly 25
percent of total
Web visits, and
the Google
platform crash
in 2013 took

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Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success

***about 40
percent of
Internet traffic
with it.***

***Representing
the ten most
trafficked sites
in the U.S.,
platforms are
also prominent
over the globe;
in China, they***

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Ceo's And Their
Radically Rational
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Success

***hold the top
eight spots in
web traffic
rankings. The
advent of mobile
computing and
its ubiquitous
connectivity
have forever
altered how we
interact with
each other,***

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Outsiders Eight
Unconventional
Ceo's And Their
Radically Rational
Blueprint For
Success

***melding the
digital and
physical worlds
and blurring
distinctions
between
"offline" and
"online." These
platform giants
are expanding
their influence
from the digital***

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Radically Rational
Blueprint For
Success

***world to the
whole economy.
Yet, few people
truly grasp the
radical***

***structural shifts
of the last ten
years. In***

Modern

Monopolies,

Alex Moazed

and Nicholas L.

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Ceos And Their
Radically Rational
Blueprint For
Success

***Johnson tell the
definitive story
of what has
changed, what it
means for
businesses
today, and how
managers,
entrepreneurs,
and business
owners can
adapt and thrive***

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Unconventional
Geos And Their
in this new era.

***We live in an
age of serial
asset bubbles
and spectacular
busts.***

***Economists,
policymakers,
central bankers
and most people
in the financial
world have been***

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Ceo's And Their
Radically Rational
Blueprint For
Success

***blindsided by
these busts,
while investors
have lost
trillions.***

***Economists
argue that
bubbles can only
be spotted after
they burst and
that market
moves are***

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unpredictable.
Yet Marathon
Asset
Radically Rational
Blueprint For
Success
**Management, a
London-based
investment firm
managing over
\$50 billion of
assets has
developed a
relatively simple
method for**

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*Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success*
**identifying and
potentially
avoiding them:
follow the
money, or rather
the trail of
investment.**

**Bubbles
whether they
affect a whole
economy or
merely a single**

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**Unconventional
Ceos And Their
Radically Rational
Blueprint For
Success**
**industry, tend to
attract a splurge
of capital
spending.**

**Excessive
investment
drives down
returns and
leads inexorably
to a bust. This
was the case
with both the**

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technology
Geos And Their
bubble at the
Radically Rational
turn of the
Blueprint For
century and the
Success
US housing
bubble which
followed shortly
after. More
recently, vast
sums have been
invested in
mining and

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Success

***energy. From an
investor's
perspective, the
trick is to avoid
investing in
sectors, or
markets, where
investment
spending is
unduly elevated
and competition
is fierce, and to***

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***put one's money
to work where
capital
expenditure is
depressed,
competitive
conditions are
more favourable
and, as a result,
prospective
investment
returns are***

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***higher. This
capital cycle
strategy
encourages
investors to
eschew the
simple 'growth'
and 'value'
dichotomy and
identify firms
that can deliver
superior returns***

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Success

***either because
capital has been
taken out of an
industry, or
because the
business has
strong barriers
to entry (what
Warren Buffett
refers to as a
'moat'). Some of
Marathon's***

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Success

***most successful
investments
have come from
obscure,
sometimes niche
operations
whose
businesses are
protected from
the destructive
forces of the
capital cycle.***

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Capital Returns
is a
Radically Rational
comprehensive
Blueprint For
introduction to
Success
the theory and
practical
implementation
of the capital
cycle approach
to investment.
Edited and with
an introduction

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Unconventional
by Edward
Chancellor, the
book brings
together 60 of
the most
insightful
reports written
between 2002
and 2014 by
Marathon
portfolio
managers.

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***Capital Returns
provides key
insights into the
capital cycle
strategy, all
supported with
real life
examples from
global brewers
to the
semiconductor
industry -***

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***showing how
this approach
can be usefully
applied to
different
industry
conditions and
how, prior to
2008, it helped
protect assets
from financial
catastrophe.***

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***This book will
be a welcome
reference for
serious
investors who
looking to
maximise
portfolio returns
over the long
run.***

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Market P***

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***Intellectual
History of the
New Corporate
World
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Lines: How to
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and benefits brought by outsider leaders to their respective business environments. The authors explore questions and themes such as how outsider leaders can enrich an organisation, the importance of relationships and adopting a ' hybrid ' approach, illuminated by interviewee

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perspectives.

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and analysis through
these narratives,

Outsider Leadership
Success
distils commonalities to
frame understanding of
their experiences.

The old saying goes,
"To the man with a
hammer, everything
looks like a nail." But
anyone who has done
any kind of project

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knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going

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more than a hammer.

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of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or

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worse yet- ignore them.

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volume today.
Blueprint For

AUTHOR

BIOGRAPHY Farnam
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avoiding problems,
making better decisions,
and lifelong learning.

AUTHOR HOME

Ottawa, Ontario,
Canada

The Outsiders 50th
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Poor Charlie's
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Capital Returns

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Street

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the CEO success
story. Meet eight
iconoclastic leaders
who helmed firms**

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where returns on
average

outperformed the
S&P 500 by more
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management all in
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can have them--in a
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**trustworthiness to
determine**

investment potential

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Rittenhouse has
delivered again!**

**Investing Between
the Lines is destined
to become a classic
in showing how
candor is the
language of trust
and how trust is the
basis on which**

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communications

expert, L.J. Rational

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proven methodology
for accurately

analyzing the
worthiness of an

investment: Reading
corporate "fog," i.e.,

shareholder letters,
and other corporate

correspondence.

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that's made believers of Warren Buffet and Jack Welch, Rittenhouse looks at the "fog" of 100 Fortune 500 companies—and then overlays these "Fog rankings" on the stock's price performance. It's a system that made Rittenhouse one of the very first to

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Success

**predict the Lehman
Bros. implosion, and
other financial
disasters—and that
will arm investors
with the skills and
knowledge to
unearth hidden risks
in their portfolios
and pick potential
winners. L. J.
Rittenhouse is
president of
Rittenhouse**

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Rankings Inc, a CEO
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strategic and
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Radically Rational
company that
annually conducts a
benchmark survey
of CEO candor and
stock price
performance

“The highest
achievers share
some of their lowest
moments, and there
is much wisdom to

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be gained from
those struggles.

Captivating, thought-
provoking.”—David

Faber, CNBC The

path to success is
rarely easy or direct,
and good mentors
are hard to find. In
Getting There, thirty
leaders in diverse
fields share their
secrets to

navigating the rocky

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road to the top. In an honest, direct, and engaging way, these role models describe the obstacles they faced, the setbacks they endured, and the vital lessons they learned. They dispense not only essential and practical career advice, but also

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priceless wisdom
applicable to life in
general. Getting
There is for
everyone—from
students
contemplating their
futures to the vast
majority of us facing
challenges or
seeking to reach our
potential. “Kudos to
Gillian Zoe Segal for
assembling this

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remarkable group of
visionaries and

helping them all tell
their stories without
filters or false

bravado. Getting

There is both

empowering and

illuminating.” —Piper

Kerman, New York

Times-bestselling

author of Orange Is

the New Black “Life-

changing, real-world

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Unconventional
advice.” —Vanity Fair

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an intimate, one-on-

one talk with some

of the world's most

fascinating and

accomplished

people. You will be

taken aback by their

honesty, entertained

by their anecdotes,

and, most of all,

learn invaluable

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fantastic—you will
not be able to put it
down!” —JJ

Ramberg,
bestselling author of
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Zoe Segal has
gotten these leaders
to share their stories
in a unique,

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authentic, and
revealing way.”

—Robert Steven

Kaplan, former
president and CEO
of the Federal
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and the Emergence
of Life

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