

50 Business Classics Your Shortcut To The Most Important Ideas On Innovation Management And Strategy 50 Classics

Russell H. Conwell Founder Of Temple University Philadelphia.

Discover the proven classics of personal transformation and the books that have served as catalysts of change for millions.

Find out through landmark titles how creating wealth can lead to fulfilling your personal potential and gaining peace of mind.

What are our favorite authors' favorite words? Which bestselling writer uses the most clichés? How can we judge a book by its cover? Data meets literature in this playful and informative look at our favorite authors and their masterpieces. “A literary detective story: fast-paced, thought-provoking, and intriguing.” —Brian Christian, coauthor of Algorithms to Live By
Timeless bits of writing advice—offered by Ernest Hemingway, Stephen King, and myriad writers in between—not to use -ly adverbs like “quickly” or “fitfully.” It sounds like solid advice, but can we actually test it? If we were to count all the -ly adverbs these authors used in their careers, do they follow their own advice compared to other celebrated authors? What’s more, do great books in general—the classics and the bestsellers—share this trait? In Nabokov’s Favorite Word Is Mauve, statistician and journalist Ben Blatt brings big data to the literary canon, exploring the wealth of fun findings that remain hidden in the works of the world’s greatest writers. He assembles a database of thousands of books and hundreds of millions of words, and starts asking the questions that have intrigued curious word nerds and book lovers for generations: What are our favorite authors’ favorite words? Do men and women write differently? Are bestsellers getting dumber over time? Which bestselling writer uses the most clichés? What makes a great opening sentence? How can we judge a book by its cover? And which writerly advice is worth following or ignoring? Blatt draws upon existing analysis techniques and invents some of his own. All of his investigations and experiments are original, conducted himself, and no math knowledge is needed to understand the results. Blatt breaks his findings down into lucid, humorous language and clear and compelling visuals. This eye-opening book will provide you with a new appreciation for your favorite authors and a fresh perspective on your own writing, illuminating both the patterns that hold great prose together and the brilliant flourishes that make it unforgettable.

Winning Wisdom for Work & Life from 50 Landmark Books

Bye Bye Banks?

50th Anniversary Edition

The philosophy of everyday life

The Shortest and Surest Way to Understand Basic Economics

Your shortcut to the most important ideas on innovation, management and strategy

50 Self-Help Classics

What do great enterprises have in common? What sort of person starts them? A single idea can help you find the next big thing, but it takes time to filter through hundreds of business books to find inspiration. With insightful commentaries on the landmark writings of old and new, 50 Business Classics presents the great entrepreneur stories, the best management thinking and the proven ideas on strategy, innovation and marketing - in one volume. 50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber’s The E-Myth Revisited to contemporary business lessons from the rise of tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Warren Buffett, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you’ll find the texts and ideas that matter in: · Entrepreneurship · Leadership · Management · Strategy · Business history · Personal development · Technology and innovation Summarizing the smartest thinking for today’s professional success, 50 Business Classics provides inspiration and insights for entrepreneurs, executives and students of business and management alike.

50 Business ClassicsYour shortcut to the most important ideas on innovation, management and strategyNicholas Brealey

Never Too Late To Be Great is about the power of thinking long. Drawing on wide research into 'lead time' and the 'ten-year rule', bestselling personal development author Tom Butler-Bowdon shows that, contrary to popular belief, people, companies, products and ideas invariably need time to realise their potential. At the age you are now, many famous and remarkable people were only just getting into their stride - and it's likely that you have more time than you think to achieve your goals. It's never too late to begin the journey of being or doing something remarkable. This book will show you how.

Explore the human condition through the great thinkers in psychology. This brand new edition of the bestselling 50 Psychology Classics includes new classics like Thinking, Fast and Slow; Quiet and The Marshmallow Test. In a journey spanning 50 books, hundreds of ideas and over a century, 50 Psychology Classics looks at some of the most intriguing questions relating to what motivates us, what makes us feel and act in certain ways, how our brains work, and how we create a sense of self. 50 Psychology Classics explores writings from some iconic figures such as Freud, Adler, Jung, Skinner, James, Piaget and Pavlov, but also highlights the work of contemporary thinkers such as Gardner, Gilbert, Goleman and Seligman. 50 Psychology Classics will further your understanding of human nature and yourself.

Acres of Diamonds

The Snowball

The Curious Marketer

Taste of Home Breeds

Penguin and the Lane Brothers

Parent Hacks

Mr. Getty expounds the highly personal view of business that has guided him through his spectacular career. He reveals the principles and methods which have enabled him to build up and wisely use his tremendous fortune.

On, by Springwise, the global innovation discovery engine, Disrupt! explains and highlights the best, most disruptive and most useful innovation ideas of the 21st Century. The book shares why themes underpin their success and which ideas can best be used to drive creativity in your workplace, office or industry. Springwise has a huge online readership (700k page impressions a month, 31k FB followers) and an email database of 160k readers, and a reputation as the number one source for collating and sharing cutting edge business news. Dan Pink describes Springwise as: “An amazing roundup of new business ideas and surprising business models from around the world”. Seth Godin says: “Almost too good to share!” This attractively designed book draws on their vast archive and the expertise of their editorial team to create a practical, themed overview of contemporary innovation with simple, implementable strategies for bringing more creativity to your business or idea and more disruption to your industry. It is an indispensable handbook to modern innovation.

A kaleidoscope of inspiration that lets the reader delve into the ideas of many of our great spiritual thinkers.

With over a million copies sold, Economics in One Lesson is an essential guide to the basics of economic theory. A fundamental influence on modern libertarianism, Hazlitt defends capitalism and the free market from economic myths that persist to this day. Considered among the leading economic thinkers of the “Austrian School,” which includes Carl Menger, Ludwig von Mises, Friedrich (F.A.) Hayek, and others, Henry Hazlitt (1894-1993), was a libertarian philosopher, an economist, and a journalist. He was the founding vice-president of the Foundation for Economic Education and an early editor of The Freeman magazine, an influential libertarian publication. Hazlitt wrote Economics in One Lesson, his seminal work, in 1946. Concise and instructive, it is also deeply prescient and far-reaching in its efforts to dissemble economic fallacies that are so prevalent they have almost become a new orthodoxy. Economic commentators across the political spectrum have credited Hazlitt with foreseeing the collapse of the global economy which occurred more than 50 years after the initial publication of Economics in One Lesson. Hazlitt’s focus on non-governmental solutions, strong — and strongly reasoned — anti-deficit position, and general emphasis on free markets, economic liberty of individuals, and the dangers of government intervention make Economics in One Lesson every bit as relevant and valuable today as it has been since publication.

Everything You Need to Launch and Grow Your New Business

Start Small FINISH BIG

Your shortcut to the most important ideas on self-discovery, enlightenment, and purpose

134 Genius Shortcuts for Life with Kids

The Power of Thinking Long

Warren Buffett and the Business of Life

Democracy and Education

The one primer you need to develop your entrepreneurial skills. Whether you’re imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur’s Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you’re the one in charge; your actions can make or break your business. You need to know the tried-and-true fundamentals—from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur’s Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review’s archive. Keep this comprehensive guide with you throughout your startup’s life-and-increase your business’s odds for success. In the HBR Entrepreneur’s Handbook you’ll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andriessen and Reid Hoffman. Time-honed best practices Stories of real companies, from Airbnb to eBay You’ll learn: What skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions—before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack—whatever your role.

"If you only ever read one spiritual book, let it be this one." - Susan Jeffers, author of Feel the Fear and Do It Anyway 50 Spiritual Classics captures the diversity of life journeys that span centuries, continents, spiritual traditions and secular beliefs: from the historical The Book of Chuang Tzu to modern insight from the Kabbalah, from Kahlil Gibran’s The Prophet to Eckhart Tolle’s The Power of Now. The first and only bite-sized guide to the very best in spiritual writing, this one-of-a-kind collection includes personal memoirs and compelling biographies of such diverse figures as Gandhi, Malcolm X and Black Elk; Eastern philosophers and gurus including Krishnamurti, Yogananda, Chogyam Trungpa and Shinnyu Suzuki; and Western saints and mystics such as St. Frances of Assisi, Hermann Hesse and Simone Weil. The last fifteen years have been a golden age in the genre of personal spiritual awakening, with names such as Eckhart Tolle, Neale Donald Walsch and James Redfield breathing new life into the literature. 50 Spiritual Classics showcases these newer works alongside traditional classics such as St Augustine’s Confessions and Teresa of Avila’s Interior Castle, and conveys the great variety of spiritual experience. In its commentaries on both the conventional classics as well as new writings, 50 Spiritual Classics makes universal the human spiritual experience and will inspire spiritual seekers everywhere to begin their own adventure.

Economics defines the modern world and shapes our lives, but few of us feel we have time to engage with the breadth of ideas in the subject. 50 Economics Classics is the smart person’s guide to two centuries of discussion of finance, capitalism and the global economy. From Adam Smith’s Wealth of Nations to Thomas Piketty’s bestseller Capital in the Twenty-First Century, here are the great reads, seminal ideas and famous texts clarified and illuminated for all.

What are you waiting for? Hardly anyone gets it right the first time, but many of us are crippled by indecision and fear of failure. The desire to get it right can inhibit us from getting started. In this book Rob Moore, the bestselling author of MONEY, shows that the quickest way to perfect is starting right now and improving as you go. This book will show you how to launch your business or idea, begin the next phase of your career, and overcome self-doubt - right away. Get perfect later, get started NOW.

Economics in One Lesson

Fifteen Key Lessons to Start and Run Your Own Business

One Flew Over the Cuckoo’s Nest

100 Lessons in Business Innovation

50 Success Classics, Second Edition

50 Psychology Classics Second Edition

The Iliad

Explore the key wisdom and figures of psychology’s development over 50 books, hundreds of ideas, and a century of time.

What does it mean to be awake? What exactly is therapeutic about retail therapy? And what are you really working on when you’re at your desk, in the gym, or having dinner? From getting ready in the morning, through heading to work, going to a party, having sex and falling back to sleep,

Breakfast with Socrates provides an hour-by-hour commentary on what history’s greatest philosophers have said about the meaning behind everything we do. A fascinating exploration of our daily lives, Breakfast with Socrates also draws on literature, art, politics and psychology to offer an

informal introduction to the history of ideas that will help anyone to think more healthily. Breakfast will never be the same again...

Discover the all-time classic books that have helped millions of people achieve success in their work and personal lives.

This translation of The Iliad equals Fitzgerald’s earlier Odyssey in power and imagination. It recreates the original action as conceived by Homer, using fresh and flexible blank verse that is both lyrical and dramatic.

Give Your Boss the Finger with this Shortcut to Financial Freedom

Timeless Wisdom From 50 Great Books of Inner Discovery, Enlightenment and Purpose

Your shortcut to the most important ideas on the mind, personality, and human nature

Expeditions in Branding and Consumer Behaviour

Defeat the Competition and Dominate the Market with the Masterful Strategies of Sun Tzu

50 Prosperity Classics

Your shortcut to the most important ideas on capitalism, finance, and the global economy

The entrepreneur, angel investor, and bestselling author of Choose Yourself busts the 10,000-hour rule of achieving mastery, offering a new mindset and dozens of techniques that will inspire any professional—no matter their age or managerial level—to pursue their passions and quickly acquire the skills they need to succeed and achieve their dreams. We live in a hierarchical world where experience has traditionally been the key to promotion. But that period is over! Straight, clear-cut career trajectories no longer exist. Industries disappear, job descriptions change, and people ’s interests and passions evolve. The key to riding this wave, entrepreneur James Altucher advises, is to constantly be curious about what ’s next, to be comfortable with uncertainty so you can keep navigating the rough waters ahead, and most important, to pursue the things that interest you. In Skip the Line, he reveals how he went from struggling and depressed to making his personal, financial, and creative dreams come true, despite—and perhaps due to—his many failures along the way. Altucher combines his personal story with concrete—and unorthodox—insights that work. But Skip the Line isn ’ t about hacks and shortcuts—it ’ s about transforming the way you think, work, and live, letting your interests guide your learning, time, and resources. It ’ s about allowing yourself to do what comes naturally; the more you do what you love, the better you do it. While showing you how to approach change and crisis, Altucher gives you tools to help easily execute ideas, become an expert negotiator, attract the attention of those around you, scale promising ideas, and improve leadership—all of which will catapult you higher than you ever thought possible and at a speed that everyone will tell you is impossible.

Do you feel stuck in life, not knowing how to make it more successful? Do you wish to become more popular? Are you craving to earn more? Do you wish to expand your horizon, earn new clients and win people over with your ideas? How to Win Friends and Influence People is a well-researched and comprehensive guide that will help you through these everyday problems and make success look easier. You can learn to expand your social circle, polish your skill set, find ways to put forward your thoughts more clearly, and build mental strength to counter all hurdles that you may come across on the path to success. Having helped millions of readers from the world over achieve their goals, the clearly listed techniques and principles will be the answers to all your questions.

Explore politics through 50 classic books and influential writers who produced mind changing ideas and world changing political thought.

Do you want to generate \$10,000+ per month in passive income in your spare time, and eventually quit your job? Are you thinking about your future and wonder if you’re bored with your job? Do you hate Mondays? Do you want to achieve financial freedom, working less, and earning more? Want to earn while you sleep? 3 Steps to \$10,000 a Month in Instant Passive Income Streams gives you the knowledge to learn everything you will ever need to begin your passive income journey. Use these step-by-step guides to start building multiple passive income streams which you can do from anywhere with an internet connection, on any device, in your spare time, in only a few hours per week. You will be given a range of passive income strategies to implement; strategies in which I have had great success during my extensive personal experience with each, that you can implement immediately. These strategies require very little to no capital outlay, but will require some hard work and dedication! Each strategy will provide a basic outline to get you started on your journey to building your revenue streams using passive methods, essentially earning an income while you sleep! In 3 Steps to \$10,000 a Month in Instant Passive Income Streams, you will discover: How to create wealth, through passive income streams, allowing you to quit your job and be your own boss How to earn an income in your sleep A complete beginner’s guide to teaching you the ins and outs of numerous passive income strategies adopted by the rich today 3 Crucial steps you need to follow to understand what it takes to become an investing savant! The long-awaited secrets you’ve been waiting for to achieve financial independence Useful online tools and resources to get you set up and on your way to building your dreams immediately How to reduce the number of hours you work each week, to live a less stressful and more fulfilling life And so much more...! If you’re ready to start earning over \$10,000 per month in passive income, then scroll up and click the “Add to Cart” button right now.

Never Too Late to Be Great

Now Be Rich

Breakfast With Socrates

50 Spiritual Classics Second Edition

50 Politics Classics: Freedom Equality Power

Skip the Line

Start Now. Get Perfect Later

John Dewey’s Democracy and Education addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, Democracy and Education is regarded as the seminal work on public education by one of the most important scholars of the century.

Over two and a half millennia ago, Chinese military strategist Sun Tzu taught that size alone does not guarantee victory—strategy, positioning, planning, and leadership all play equally significant roles in overpowering the opposition. Today, this classic treatise is perfect for adapting to the world of small business, with entrepreneurs entrenched in fierce competition for customers, market share, and talent.Featuring inspiring examples of entrepreneurial success, The Art of War for Small Business centers its 12 timeless lessons on how to: Choose the right ground for your battles • Leverage strengths while overcoming limitations • Strike competitors’ weakest points and seize every opportunity • Focus priorities and resources on conquering key challenges • Go where the enemy is not • Build and leverage strategic alliances• And more!Countless military, political, and business leaders across the world and throughout time have learned how to utilize these brilliant strategies to outsmart, outmaneuver, and outstrategize their larger adversaries’ seemingly overwhelming forces. Now it’s time for the small business owner to learn how they, too, can capture

crucial sectors, serve unmet needs, and emerge victorious.

At age seventeen Fred DeLuca borrowed \$1,000 from a friend-and started SUBWAY(R). Today, with more than 38,000 stores in one hundred countries and annual sales exceeding \$16.6 billion, Fred DeLuca’s SUBWAY is a success story with a message... START SMALL FINISH BIG Publishers’ Weekly Review:

DeLuca was only 17 when he started what is now the Subway restaurant chain in 1965; he needed money to attend college and a friend offered to back him with \$1,000 to start a sandwich shop in Bridgeport, Conn. That beginning led DeLuca to an enormously successful career: in addition to being president of the chain, he runs MILE, a nonprofit organization that offers loans to entrepreneurs. According to DeLuca, there are 15 essential principles for anyone starting a small business, some of which, DeLuca confesses, he learned the hard way (he had never made a submarine sandwich before opening day of his first shop). Among these pillars: Believe in Your People: Never Run Out of Money. Keep the Faith; and Perish. DeLuca uses his own business experience as well as that of other successful entrepreneursAe.g., the founders of Kinko’s and Little Caesar’sAin addition to those of less-well-known business people. Written in a conversational style, the advice isn’t especially original or creative. However, would-be millionaires who are sitting at their kitchen table wondering if they should take that big step and start a business will find the book both instructive and inspirational. Agent, Bob Diforio. Library Journal DeLuca, co-founder in 1965 of SUBWAY Restaurants and founder in 1996 of the Micro Investment Lending Enterprise (MILE), a nonprofit organization making microloans to entrepreneurs/microentrepreneurs, has written this humorous, down-to-earth guide to success as a small business owner. Coauthor Hayes is a writer (Computer Architecture and Organization, 1998), public speaker, and business trainer. Each chapter describes one of DeLuca’s 15 key lessons and is illustrated with a real-life case study. None of the people in these cases is a household name, but businesses such as Kinkos, Little Caesars, and SUBWAY are. DeLuca doesn’t claim that his guides form a master plan for success, but he optimistically believes that anyone can become Bill Gates, Lillian Vernon, or Henry Lay and that his lessons

will increase the chances. His book also promotes and supports MILE, and the last chapter and appendix are devoted to information about it and its programs. Recommended for most small business collections. Susan C. Awe, Univ. of New Mexico Lib., Albuquerque

fraying from the award-winning website ParentHacks.com, here are 134 ingenious ideas for simplifying life with kids. A parent hack can be as simple as putting the ketchup under the hot dog, minimizing the mess. Or strapping baby into a forward-facing carrier when you need to trim his fingernails—if it frees your hands while controlling the squirming. Or stashing a wallet in a disposable diaper at the beach—who would ever poke through what looks like a used Pampers? On every page, discover easy-to-do, boldly illustrated, unconventional solutions, arranged by category from Pregnancy & Postpartum through Sleep, Eating, Bath Time, Travel, and more.

Thinking, Being, Acting Seeing - Profound Insights and Powerful Thinking from Fifty Key Books

The 10,000 Experiments Rule and Other Surprising Advice for Reaching Your Goals

How Retail Banks are Being Displaced, Diminished and Disintermediated by Tech Startups and what They Can Do to Survive

The Untold Story of a Publishing Revolution

3 Steps to \$10,000 a Month in Instant Passive Income Streams

The Art of the Shortcut in Math and Life

50 Spiritual Classics

100 of Taste of Home’s most popular bread recipes of all time. The familiar aroma of freshly baked bread wafting through the house delivers immediate comfort and cheery anticipation. Whether you are an experienced bread maker or a novice one, this lovely new cookbook has it all. It walks you through everything from the basics of bread making to more complex recipes to even using prepared dough and mixes to bring joy to your home in an instant. Savor a slice of buttery goodness every day. 100 great recipes in a super usable format, this is a great gift to go with that breadmaker! CHAPTERS An Introduction to Bread Baking Yeast Breads Rolls, Biscuits & More Quick Breads Breads Made Easy Muffins, Pull-Aparts & Other Surprises SAMPLING OF RECIPES Basic Homemade Bread Caraway Seed Rye Bread English Muffin Bread Loaf Maunster Bread French Loaves Cheese & Garlic Biscuits Grandma’s Sweet Potato Herbed Bread Twists Pumpkin Bread Parmesan Zucchini Bread Elvis Banana Bread Ginger-Almond Pear Bread Easy Onion Crescent Rolls Apricot-Rosemary Scones Chocolate Monkey Bread Orange-Dream Pull Apart Bread Apple Coffee Cake Cranberry-Peach Sticky Buns

50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber’s The E-Myth Revisited to contemporary business ideas seen in the rise of the tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Katherine Graham, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you’ll find the texts and ideas that matter in: ? Entrepreneurship ? Leadership ? Management ? Strategy ? Business history ? Personal development ? Technology and innovation Summarizing the smartest thinking for today’s professional success, this book will provide inspiration and insights for entrepreneurs, executives and students of business and management alike.

For over 2000 years, philosophy has been our best guide to the experience of being human, and the true nature of reality. From Aristotle, Plato, Epicurus, Confucius, Cicero and Heraclitus in ancient times to 17th century rationalists Descartes, Leibniz and Spinoza, from 20th-century greats Jean-Paul Sartre, Jean Baudrillard and Simone de Beauvoir to contemporary thinkers Michael Sandel, Peter Singer and Slavoj Zizek, 50 Philosophy Classics explores key writings that have shaped the discipline and had an impact on the real world. Philosophy can no longer be confined to academia, and 50 Philosophy Classics shows how powerful it can be as a tool for opening our minds and helping us think. Whether you are fascinated or daunted by the big questions of how to think, how to be, how to act and how to see, this is the perfect introduction to some of humanity’s greatest minds and their landmark books.

This brand new updated edition of Tom Butler-Bowdon’s guide to the texts that will help you find success in your professional and personal life. Contains eight brand new chapters summarising recent classics such as Grit by Angela Duckworth and Outliers by Malcolm Gladwell. Millions of us are drawn each year to find the one great book that will capture our imagination and inspire us to chart a course to personal and professional fulfilment. 50 Success Classics is the first and only ‘bite-sized’ guide to the books that have helped legions of readers unleash their potential and discover the secrets of success. Mapping the road to prosperity, motivation, leadership and life success, 50 Success Classics summarizes each work’s key ideas to make clear how these timeless insights and techniques can inform, inspire and illuminate a path to authentic achievement. Tom Butler-Bowden presents this wide-ranging selection of enduring works in the literary and the legendary: pioneering thinkers, philosophers and powerful leaders who have shown us how to Think and Grow Rich, acquire The 7 Habits of Highly Effective People, become The One Minute Manager, solve the challenging puzzle of Who Moved My Cheese? and discover The Art of Wordly Wisdom. From the inspirational rags-to-riches stories of such entrepreneurs as Andrew Carnegie, Warren Bufjet and Sam Walton to the leadership lessons of Sir Ernest Shackleton, Eleanor Roosevelt, Abraham Lincoln and Nelson Mandela, 50 Success Classics goes back to the basics to find the classic books on staying true to ourselves and fulfilling our potential. Practical yet philosophical, sensible yet stimulating, the 50 all-time classics span biography and business, psychology and ancient philosophy, exploring the rich and fertile ground of books that have helped millions of people achieve success in their work and personal lives.

Your shortcut to the most important ideas on motivation, achievement, and prosperity

50 Philosophy Classics

The Harvard Business Review Entrepreneur’s Handbook

Mind-Changing, World-Changing Ideas from Fifty Landmark Books

50 Business Classics

Disrupt!

50 Success Classics

The easy way to master a managerial accounting course Are you enrolled in a managerial accounting class and finding yourself struggling? Fear not! Managerial Accounting For Dummies is the go-to study guide to help you easily master the concepts of this challenging course. You’ll discover the basic concepts, terminology, and methods to identify, measure, analyze, interpret, and communicate information in the pursuit of an organization’s goals. Tracking to a typical managerial accounting course and packed with easy-to-understand explanations and real-life examples, Managerial Accounting For Dummies explores cost behavior, cost analysis, profit planning and control measures, accounting for decentralized operations, capital budgeting decisions, ethical challenges in managerial accounting, and much more. Covers the key concepts and tools needed to communicate accounting information for managerial decision-making within an organization Plain-English explanations of managerial accounting terminology and methods Tracks to a typical college-level managerial accounting course Managerial Accounting For Dummies makes it fast and easy to grasp the concepts needed to secure your highest in a managerial accounting course.

From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes Shortcut Your Startup, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, Shortcut Your Startup outlines Courtney and Carter’s ten key “Startup Switchups” that fill traditional advice on its head: · Get Into the Trenches · Know If You’re a Speedboat or a Sailboat · Obsessively Take Advantage of Your Unfair Advantages · Do What You Do Best, and Outsource the Rest · Build in Flexibility and a Diversified Focus · Think Milestones, Not Time · Nail It Before You Scale It · 1 Percent Better Is 1000 Percent Better · Gain Buy-in with Heart-Based Momentum · Success Doesn’t Equate to a Successful Exit Whether

you’re a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, Shortcut Your Startup is essential reading to speed up your success!

In an intimate partnership of three brothers – Allen, Richard and John Lane – lay at the heart of Penguin Books, the twentieth century’s greatest publishing house. In a spirit of daring and creative opposition, the brothers issued quality books on a massive scale and at minuscule prices – and achieved a revolution in publishing. The Lane boys did this by thinking together in bathroom board meetings, where at least one director would always be ‘mother naked’. They innovated in countless ways – in the early years, a church crypt served as their office and warehouse. Penguin was an unconventional upstart, bringing literary giants such as Agatha Christie, George Bernard Shaw, Virginia Woolf and Graham Greene to vast new audiences, and it seemed unstoppable. Yet the 1942 death of John Lane brought the troika to a halt. Allen, the enthusiastic frontman who relied on his younger brothers to drive Penguin’s success, became more erratic and suspicious over time. Ultimately, he would force Richard out of the company he had cofounded and built. A portrait of a remarkable family and a publishing powerhouse, Penguin and the Lane Brothers also explores the little known story of Richard Lane – the heart and backbone of Penguin, and its strongest influence. Richard’s experiences as a youth in Australia shaped his character and outlook; his dedication to the business was matched only by his devotion to his brothers. Relying on unprecedented access to Lane family sources, including Richard’s diaries, Penguin and the Lane Brothers sheds new light on the relationship of Allen, Richard and John, so crucial as a driver of Penguin’s spirit and success. By turns hilarious and tragic, moving and insightful, this is a groundbreaking counter-history of an unlikely publishing triumph.

For centuries, individuals have been grounded for “the good life:” the ability to provide for oneself and one’s family, make meaningful contributions to society, and enjoy culture and nature, and among other happy pursuits. The wisdom to achieve this great life is contained in The Literature of Possibility, a digital collection featuring a new introduction that brings Tom Butler-Bowdon’s 50 Classics series

50 Economics Classics

Thinking Better

50 Psychology Classics

What the Numbers Reveal About the Classics, Bestsellers, and Our Own Writing

An Introduction to the Philosophy of Education,

Shortcut Your Startup

Who We Are, How We Think, What We Do: Insight and Inspiration from 50 Key Books

One of the world’s great mathematicians shows why math is the ultimate timesaver—and how everyone can make their lives easier with a few simple shortcuts. We are often told that hard work is the key to success. But success isn ’ t about hard work – it ’ s about shortcuts. Shortcuts allow us to solve one problem quickly so that we can tackle an even bigger one. It may seem us capable of doing great things. And according to Marcus du Sautoy, math is the very art of the shortcut. Thinking Better is a celebration of how math lets us do more with less. Du Sautoy explores how diagramming revolutionized therapy, why calculus is the greatest shortcut ever invented, whether you must really practice for ten thousand hours to become a concert violinist, and why shortcuts give us an advantage over even the most powerful AI. Throughout, we meet artists, scientists, and entrepreneurs who use mathematical shortcuts to change the world. Delightful, illuminating, and above all practical, Thinking Better is for anyone who has wondered why you should waste time climbing the mountain when you could go around it much faster.

Out of curiosity comes everything — Steve Jobs From Apple to Tata Tea, many leading brands have their roots in curiosity. The desire to know more often leads to new ideas and new perspectives. For a marketer, curiosity shapes the way one looks at products and their branding in innovative ways. In his new book, Harish Bhat brings his expertise on branding, communication and consumer insights to bear on a rapidly developing consumer-facing arena, exploring more than fifty products, places, people, books and publicity campaigns that excite him as a marketer. From brand marketing using aliens and flying saucers to going big with a delicious lunch product (banana chips or coconut water), from the interesting concept behind multicoloured socks to the metamorphosis of the Diwali shopper, Bhat touches on fascinating areas that marketers are targeting today. Immensely topical, this is a pleasurable read that will be of great interest to general readers, as well as students and professionals who work in the exciting area of marketing.

A Penguin Classics Deluxe Edition of a counterculture classic, and the inspiration for the new Netflix original series in a ratcheting way, with a foreword by Chuck Palahniuk Boisterous, ribald, and ultimately shattering, Ken Kesey ’ s 1962 novel has left an indelible mark on the literature of our time. Now in a new deluxe edition with a foreword by Chuck Palahniuk and cover by Joe Sacco, here is the marketable story of a mental ward and its inhabitants, especially the tyrannical Big Nurse Ratched and Randle Patrick McMurphy, the brawling, fun-loving new inmate who resolves to oppose her. We see the struggle through the eyes of Chief Bromden, the seemingly mute half-Indian patient who witnesses and understands McMurphy ’ s heroic attempt to do battle with the powers that keep them all imprisoned. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

Shortlisted for the Financial Times and Goldman Sachs Business Book of the Year Prize 2008 The Snowball is the first and will be the only biography of the world’s richest man, Warren Buffett, written with his full cooperation and collaboration. Combining a unique blend of ‘The Sage of Omaha’s’ business savvy, life story and philosophy, The Snowball is essential reading for anyone wishing to discover and replicate the secrets of his business and life success. Warren Buffett is arguably the world’s greatest investor. Even as a child he was fascinated by the concept of risk and probability, setting up his first business at the age of six. In 1964 he bought struggling Massachusetts textile firm Berkshire Hathaway and grew it to be the 12th largest corporation in the US purely through the exercise of sound investing principles – a feat never equalled in the annals of business. Despite an estimated net worth of around US\$62 billion, Buffett leads an intriguingly frugal life taking home a salary of only £ 50,000 a year. His only indulgence is a private jet, an extravagance he wryly acknowledges by calling it ‘The Indefensible’. In 2006, he made the largest charitable donation on record, with most of it going to the Bill & Melinda Gates Foundation. The Snowball provides a comprehensive, richly detailed insight one of the world’s most extraordinary and much loved public figures.

The Literature of Possibility

The Art of War for Small Business

50 Inspirational Books to Transform Your Life from Timeless Sagas to Contemporary Gurus

How to Win Friends and Influence People

Nabokov's Favorite Word Is Mauve
Managerial Accounting For Dummies
Speed Up Success with Unconventional Advice from the Trenches