

## *Looptail: How One Company Changed The World By Reinventing Business*

Reed Hastings is one of the world's foremost business leaders. As co-founder, chairman and CEO of Netflix, he has built one of the largest media and entertainment companies on the planet, with an estimated personal net worth of \$3.6 billion. A notable philanthropist, he has served on the boards of a number of non-profit organisations as well as Facebook and Microsoft. This concise but detailed biography provides an overview of Hastings' career trajectory. From his unique management style to the biggest mistakes he has made along the way, to the reasons behind his decision to take Netflix from a business that dealt with products (rental DVDs) to a technology company that focuses on streaming, Burgess sheds light on Hastings' success and looks to what the future may bring for him and his ventures. Aspirational and positive, this is the perfect book for those looking for a concise and accessible account of a true global business visionary.

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you." Anyone can start a business. But only leaders can succeed. Most entrepreneurs know the long odds: only a fraction of them will lead their enterprises through the rocky stages of growth to launch self-sustaining companies. Very few know how to outflank the failures that await them at every turn, including the most painful—being abandoned by key members of their team or getting pushed out by their board just as their business starts to generate real value. Derek Lidow is on a mission to improve these odds and change these outcomes. Throughout his long career—as CEO, innovator, and entrepreneur—he has tested virtually every aspect of launching a business. Lidow now argues that success is far less dependent upon a firm's idea or any grand strategy than it is upon something more personal: leadership. Emerging companies have specific leadership requirements, stage by fast-moving stage. Few founders have been able to leverage the tremendous power of this underrecognized reality—until now. *Startup Leadership* demonstrates how founders can adopt the skills that are required at each stage of their journey. Whether you are at the idea stage or managing a more mature enterprise, you can start to recognize the

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fundamental conflict: how to balance your selfish drives with the more selfless leadership required by the organization at any given time. The book shows you how to achieve this balance by: Assessing your unique motivations, traits, and skills Creating a personal leadership strategy that leverages your strengths and mitigates your weaknesses Mastering how to lead teams, including boards Understanding the five prerequisites for driving change Taking control of your inevitable crises, thereby strengthening your team and your leadership With Lidow ' s help, you will learn how to become the startup leader your business needs, and you ' ll move forward with your plans with greater confidence and success.

Pathology of the Developing Mouse provides, in so far as feasible, one complete reference on the design, analysis, and interpretation of abnormal findings that may be detected in developing mice before and shortly after birth. In particular, this book is designed specifically to be not only a "how to do" manual for developmental pathology experimentation in mice but, more importantly, a "how to interpret" resource for pathologists and other biomedical scientists faced for the first or hundredth time with defining the significance of distorted features in some fantastic murine developmental monstrosity. The topics covered in this volume include a full range of subjects encountered when building and wielding a developmental pathology tool kit: baseline anatomic and physiologic traits of developing mice principles of good experimental design and statistical analysis for mouse developmental pathology studies procedures for anatomic pathology examinations, to evaluate structural changes at the macroscopic (gross), microscopic (cells and tissues), and ultrastructural (subcellular) levels, using conventional autopsy-based or novel non-invasive imaging techniques; methods for clinical pathology testing, to assess the biochemical and cellular composition of tissues and fluids; options and protocols for in situ molecular pathology analysis, to undertake site-specific explorations of the various mechanisms responsible for producing adverse findings (i.e., "lesions") during development; and well-referenced and illustrated guides to the interpretation of anatomic pathology and clinical pathology changes in the animal (embryos, fetuses, neonates, and juveniles) and its support system (placenta).

How Casino Mogul Steve Wynn Won-and Lost-the High Stakes Gamble to Own Las Vegas

WordPress.com and the Future of Work

How Women (and the Men Who Think Like Them) Will Rule the Future

Secrets you can use from Canada's top business, sports, labour and political negotiators

Mobile Application Penetration Testing

Marx, Maslow and Management

Fundamental Molecular Biology, 2nd Edition

*THE NEW YORK TIMES BESTSELLER Great work lives inside all of us. The question is: Do we make the contributions we're capable of? Is our best work getting out there? Breaking through? Creating a difference the world loves? We've long been told our ability to*

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succeed depends on our IQ, talent, education level, gender, job title, or when and where we were born. Great Work turns that conventional thinking on its head to reveal that innovation can come from anyone, anywhere. Especially you. With insights from the largest-ever study of award-winning work, Great Work reveals five practical skills that will help you ideate, innovate, and deliver work that gets noticed and appreciated. Great Work is filled with stories of real people in real jobs who did what was asked and then added something extra--a personal touch all their own--to deliver better-than-asked-for results. Their stories will inspire you to write your own page in the book of human progress. PRAISE FOR GREAT WORK "Great Work has me believing anyone can deliver a difference. I predict that 'making a difference people love' will embed itself in our lexicon for decades to come. -- STEPHEN M. R. COVEY, AUTHOR OF THE BESTSELLER THE SPEED OF TRUST "I recommend it to everyone, from every background, who has dreams of accomplishing great work." -- BARBARA CORCORAN, REAL ESTATE MOGUL, "SHARK" ON ABC'S SHARK TANK "We all know difference makers who, in small ways, make a profound impact on how we work and live. This book helps us celebrate them." -- TOM POST, MANAGING EDITOR, FORBES MEDIA "Great Work is a great work. It educates, inspires, and offers specific tools any employee or leader can use." -- DAVE ULRICH, PROFESSOR, ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN; PARTNER, THE RBL GROUP "It takes passion, risk, and foresight to think beyond the status quo and see problems as opportunities. This book is inspiration for doing exactly that." -- KARIM RASHID, INTERNATIONALLY RENOWNED DESIGNER "Outstanding! A must read. Great Work will give you a whole new toolkit for success." -- LARRY KING, LEGENDARY INTERNATIONAL RADIO AND TELEVISION BROADCASTER

A behind-the-scenes look at the firm behind WordPress.com and the unique work culture that contributes to its phenomenal success 50 million websites, or twenty percent of the entire web, use WordPress software. The force behind WordPress.com is a convention-defying company called Automattic, Inc., whose 120 employees work from anywhere in the world they wish, barely use email, and launch improvements to their products dozens of times a day. With a fraction of the resources of Google, Amazon, or Facebook, they have a similar impact on the future of the Internet. How is this possible? What's different about how they work, and what can other companies learn from their methods? To find out, former Microsoft veteran Scott Berkun worked as a manager at WordPress.com, leading a team of young programmers developing new ideas. The Year Without Pants shares the secrets of WordPress.com's phenomenal success from the inside. Berkun's

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*story reveals insights on creativity, productivity, and leadership from the kind of workplace that might be in everyone's future. Offers a fast-paced and entertaining insider's account of how an amazing, powerful organization achieves impressive results Includes vital lessons about work culture and managing creativity Written by author and popular blogger Scott Berkun (scottberkun.com) The Year Without Pants shares what every organization can learn from the world-changing ideas for the future of work at the heart of Automattic's success.*

*"After five years as a British counterterrorism officer and two years at Harvard Business School, Dean was determined not to follow his classmates to Wall Street or Silicon Valley. Instead, he pursued his unique vision for an extreme obstacle course: a ten- to twelve-mile gauntlet pushing participants to their limits and helping them surpass those limits together. Instead of cutthroat competition, Tough Mudder would be about continual self-improvement and collective energy."--Amazon.com.*

*In the past decade research has established the biological importance of chemokines: they play a major role in leukocyte trafficking, in the recruitment of leukocytes to inflammatory sites, and are coreceptors along with CD4 for HIV cell entry. In Chemokine Protocols, expert investigators describe in detail important techniques used chemokine biology. Covering both ligands and receptors, these readily reproducible methods cover all aspects of chemokine research, ranging from the cloning and characterization of chemokines and their receptors, through the use of animal models to study chemokine function in vivo. Each method also includes relevant background information, as well as providing a useful bibliography that renders the study of chemokines accessible at all levels of experience. Comprehensive and highly practical, Chemokine Protocols offers experimental and clinical chemokine researchers today's gold-standard collection of proven methods for analyzing this biologically ubiquitous and important class of proteins.*

*Building Netflix*

*Why Books Matter in a Distracted Time*

*The Art of Profitability*

*How to Fail at Almost Everything and Still Win Big*

*It Takes a Tribe*

*The Athena Doctrine*

*Life Journeys Inspired by the Bestselling Memoir*

*Every day, people make deals that matter. But very few of us benefit from the public scrutiny and analysis that have helped Canada's leading negotiation experts hone their craft. Hockey team executives, cabinet ministers, bank presidents and labour leaders are constantly under the microscope, and they have learned what it takes to build agreements where everyone wins. And*

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they can help all of us do the same. After a long career in politics, David Dingwall has become one of Canada's leading experts on negotiating. As a visiting professor at Ryerson University, he lectures on the subject of negotiation. He has sought out the experience and advice of Canada's top negotiators in order to develop an approach to deal-making that reflects Canadian values and attitudes. In this book, he explains the approaches and practices that he and over twenty of the country's best deal-makers use to achieve mutually beneficial deals. He cites the experiences of former TD Bank president Ed Clark, NHL Players' Association head Donald Fehr, former leader of the Canadian Auto Workers Buzz Hargrove, former Ontario premier and Liberal Party leader Bob Rae, and former Harper cabinet minister Lisa Raitt. He also shares behind the scenes insights from his own experience as a politician, legal counsel and business advisor. Video links to his interviews with the experts are included to allow readers to learn more from the people whose experience informs the book. This accessible and engaging book allows anyone to learn -- from the experts -- how to negotiate so everyone wins.

Reach new and diverse customer groups and expand your market share The standard approach to marketing is to look for as many people as possible who fit one core customer profile. How to Market to People Not Like You challenges this traditional thinking about core customer bases, giving you a new approach to expand your customer base and your business. Arguing for focusing on customer values rather than demographics, How to Market to People Not Like You reveals how you can grow business and profits by targeting those who are different from your core audience, rather than those who share similarities. Reach unfamiliar new market segments with your products Learn how to engage micro-segmented customer groups Author's company was named one of the top ad agencies in the US by Ad Age Find out How to Market to People Not Like You, understand the needs and values that distinguish diverse customers, and reach their hearts, minds, and wallets.

From the daughter of business mogul Donald Trump and a rising star in the Trump organization, this New York Times bestseller is a business book for young women on how to achieve success in any field, based upon what Ivanka Trump has learned from her father and from her own experiences. Inspiration. Success. Confidence. Passion. No one is born with these qualities, but they are the key ingredients for reaching goals, building careers, or taking a blueprint and turning it into a breathtaking skyscraper. In *The Trump Card*, Ivanka Trump recounts the compelling story of her upbringing as the ultimate Apprentice, the daughter of Donald and Ivana Trump, and shares the life lessons and hard-won insights that have made her a rising star in the business world. Whether it's landing that first job, navigating the workplace, or making a lasting impact, Ivanka's valuable, practical advice for young women shows how to:

- Use uncertainty to your advantage—thrive in any environment
- Step up and get noticed at work—focus and efficiency will open doors
- Create a strong and consistent identity—your name and reputation are your best assets
- Know what you want—get the most out of any negotiation.

Ivanka also taps into the wisdom of today's leaders, including Arianna Huffington, Russell Simmons, and Cathie Black, with "Bulletins" from her BlackBerry. "We've all been dealt a winning hand," she writes, "and it is up to each of us to play it right and smart."

An extraordinarily new business slant on how companies can generate greater profits in 23 compact lessons with ongoing tutorials between two fictitious individuals. In the past, companies taught their employees about quality. In today's unstable economy, employers must stress the importance of profitability. Now with scores of examples from the global marketplace, the bestselling coauthor of *The Profit Zone* and *Profit Patterns* takes you to a higher level in the art of business. Each of the twenty-three chapters in this concise, challenging book presents a

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different, powerful business model...and a provocative dialogue between an extraordinary teacher called David Zhao and his young protégé. Revealed are the invisible but significant governing principles that allow businesses to survive and prosper in any economic climate. By participating in each session with the exuberant, challenging master, you too will learn how your company and your competitors generate profit...what approach best applies to your profit-making strategy...what specific actions your organization can take in the next ninety days to improve its bottom line...and more.

A Systematic Approach

How Savvy Entrepreneurs Turn Their Ideas Into Successful Enterprises

Chemokine Protocols

Do Big Small Things

The Biological and Social Meaning of Skin Color

Negotiating So Everyone Wins

How to Market to People Not Like You

The Inca Trail from Cuzco to Machu Picchu is South America's most popular hike. This guide includes 20 detailed trail maps, plans of eight Inca sites, plus guides to Cuzco and Machu Picchu.

A New York Times Bestseller -- True stories inspired by one of the most iconic, beloved, bestselling books of our time, *Eat Pray Love* by Elizabeth Gilbert. Elizabeth Gilbert's *Eat Pray Love* has become a worldwide phenomenon, empowering millions of readers to set out on paths they never thought possible, in search of their own best selves. Here, in this candid and captivating collection, nearly fifty of those readers—people as diverse in their experiences as they are in age and background—share their stories. The journeys they recount are transformative—sometimes hilarious, sometimes heartbreaking, but always deeply inspiring. *Eat Pray Love* helped one writer to embrace motherhood, another to come to terms with the loss of her mother, and yet another to find peace with not wanting to become a mother at all. One writer, reeling from a difficult divorce, finds new love overseas; another, a lifelong caregiver, is inspired to take an annual road trip, solo. A man leaves seminary, embraces his sexual identity, and forges a new relationship with God. A woman goes to divinity school and grapples with doubt and belief. One writer's search for the perfect pizza leads her to New Zealand and off-the-grid homesteading, while another, in overcoming an eating disorder, redefines her relationship not only with food but with herself. Some writers face down devastating illness and crippling fears, and others step out of their old lives to fulfill long-held dreams of singing, acting, writing, teaching, and learning. Entertaining and enlightening, *Eat Pray Love Made Me Do It* is a celebration for fans old and new. What will *Eat Pray Love* make you do?

As a public speaker, this book was written in response to an ever growing chorus of requests for my 'notes'. I have never had notes as the presentations I make are based on 40 years experience in the financial services industry both here and abroad. After so many years, I had begun to question more and more of the assumed wisdom of much of the financial services industry. I left the industry in 2000 to free myself from the shackles of being paid to present a message I no longer believed in and to write this book. I now believe that behavioural finance is more important than economics and as a result, share markets are guided by forces beyond reason.

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Their short term ups and downs can be linked to collective human behavior, not a logical continuum of cause and effect. In this book, you will learn that history repeats itself; you'll find out why there's no such thing as a market "crash"; why investing for the long term is the surest way to tap the market's riches; why market volatility is not a measure of risk; and why looking backwards "can damage your wealth."

A WALL STREET JOURNAL BESTSELLER "Five gritty leaders whose extraordinary passion and perseverance changed history...a gripping read on a timeless and timely topic" —Angela Duckworth, #1 bestselling author of *Grit* An enthralling historical narrative filled with critical leadership insights, *Forged in Crisis*, by celebrated Harvard Business School historian Nancy Koehn, spotlights five masters of crisis: polar explorer Ernest Shackleton; President Abraham Lincoln; legendary abolitionist Frederick Douglass; Nazi-resisting clergyman Dietrich Bonhoeffer; and environmental crusader Rachel Carson. What do such disparate figures have in common? Why do their extraordinary stories continue to amaze and inspire? In delivering the answers to those questions, Nancy Koehn offers a remarkable template by which to judge those in our own time to whom the public has given its trust. She begins each of the book's five sections by showing her protagonist on the precipice of a great crisis: Shackleton marooned on an Antarctic ice floe; Lincoln on the verge of seeing the Union collapse; escaped slave Douglass facing possible capture; Bonhoeffer agonizing over how to counter absolute evil with faith; Carson racing against the cancer ravaging her in a bid to save the planet. The narrative then reaches back to each person's childhood and shows the individual growing—step by step—into the person he or she will ultimately become. Significantly, as we follow each leader's against-all-odds journey, we begin to glean an essential truth: leaders are not born but made. In a book dense with epiphanies, the most galvanizing one may be that the power to lead courageously resides in each of us. Whether it's read as a repository of great insight or as exceptionally rendered human drama, *Forged in Crisis* stands as a towering achievement.

Startup Leadership

Creative Confidence

Building the Tough Mudder Movement

Why Community, Cultures and Karma Matter in Business

You've Invested Well? Compared to What?

The Voynich Manuscript

Scala in Depth

*Reading is a revolutionary act, an act of engagement in a culture that wants us to disengage. In The Lost Art of Reading, David L. Ulin asks a number of timely questions - why is literature important? What does it offer, especially now? Blending commentary with memoir, Ulin addresses the importance of the simple act of reading in an increasingly digital culture. Reading a book, flipping through hard pages, or shuffling them on screen - it doesn't matter. The key is the act of reading, and it's seriousness and depth. Ulin emphasizes the importance of reflection and pause allowed by stopping to read a book, and the accompanying focus required to let the mind run free in a world that is not one's own. Are we willing to risk our collective interest in contemplation, nuanced thinking, and empathy? Far from preaching to the choir, The Lost Art of Reading is a call to arms,*

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or rather, to pages.

*In Collaboration, author Morten Hansen takes aim at what many leaders inherently know: in today's competitive environment, companywide collaboration is an imperative for successful strategy execution, yet the sought-after synergies are rarely, if ever, realized. In fact, most cross-unit collaborative efforts end up wasting time, money, and resources. How can managers avoid the costly traps of collaboration and instead start getting the results they need? In this book, Hansen shows managers how to get collaboration right through "disciplined collaboration"--a practical framework and set of tools managers can use to:*

- Assess when--and when not--to pursue collaboration across units to achieve goals*
- Identify and overcome the four barriers to collaboration*
- Get people to buy into the larger picture, even when they own only a small piece of it*
- Be a "T-Shaped Manager," collaborating across divisions while still working deeply in your own unit*
- Create networks across the organization that are not large, but nimble and effective*

*Based on the author's long-running research, in-depth case studies, and company interviews, Collaboration delivers practical advice and tools to help your organization collaborate--for real results.*

*Much in the same vein as DELIVERING HAPPINESS, LOOPTAIL combines both Bruce Poon Tip's extraordinary first-person account of his entrepreneurial instincts to start and develop G Adventures, a highly-successful international travel adventure company, and along the way, he reveals his unusual management secrets that not only keep his employees fully engaged but also keep his customers extremely happy.*

*From four-term Oklahoma City Mayor Mick Cornett, a hopeful and illuminating look at the dynamic and inventive urban centers that will lead the United States in coming years. Oklahoma City. Indianapolis. Charleston. Des Moines. What do these cities have in common? They are cities of modest size but outsized accomplishment, powered by a can-do spirit, valuing compromise over confrontation and progress over political victory. These are the cities leading America . . . and they're not waiting for Washington's help. As mayor of one of America's most improved cities, Cornett used a bold, creative, and personal approach to orchestrate his city's renaissance. Once regarded as a forgettable city in "flyover country," Oklahoma City has become one of our nation's most dynamic places--and it is not alone. In this book, Cornett translates his city's success--and the success of cities like his--into a vision for the future of our country. The Next American City is a story of civic engagement, inventive public policy, and smart urban design. It is a study of the changes re-shaping American urban life--and a blueprint for those to come.*

*Living Color*

*Unleashing the Creative Potential Within Us All*

*The LearnVest Program for Taking Control of Your Money*

*The Year Without Pants*

*Winner Takes All*

*LoopTail*

*Pathology of the Developing Mouse*

*Explore real-world threat scenarios, attacks on mobile applications, and ways to counter them About This Book Gain insights into the current threat landscape of mobile applications in particular Explore the different options that are available on mobile platforms and prevent circumventions made by attackers This is a step-by-step guide*

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to setting up your own mobile penetration testing environment Who This Book Is For If you are a mobile application evangelist, mobile application developer, information security practitioner, penetration tester on infrastructure web applications, an application security professional, or someone who wants to learn mobile application security as a career, then this book is for you. This book will provide you with all the skills you need to get started with Android and iOS pen-testing. What You Will Learn Gain an in-depth understanding of Android and iOS architecture and the latest changes Discover how to work with different tool suites to assess any application Develop different strategies and techniques to connect to a mobile device Create a foundation for mobile application security principles Grasp techniques to attack different components of an Android device and the different functionalities of an iOS device Get to know secure development strategies for both iOS and Android applications Gain an understanding of threat modeling mobile applications Get an in-depth understanding of both Android and iOS implementation vulnerabilities and how to provide counter-measures while developing a mobile app In Detail Mobile security has come a long way over the last few years. It has transitioned from "should it be done?" to "it must be done!" Alongside the growing number of devices and applications, there is also a growth in the volume of Personally identifiable information (PII), Financial Data, and much more. This data needs to be secured. This is why Pen-testing is so important to modern application developers. You need to know how to secure user data, and find vulnerabilities and loopholes in your application that might lead to security breaches. This book gives you the necessary skills to security test your mobile applications as a beginner, developer, or security practitioner. You'll start by discovering the internal components of an Android and an iOS application. Moving ahead, you'll understand the inter-process working of these applications. Then you'll set up a test environment for this application using various tools to identify the loopholes and vulnerabilities in the structure of the applications. Finally, after collecting all information about these security loop holes, we'll start securing our applications from these threats. Style and approach This is an easy-to-follow guide full of hands-on examples of real-world attack simulations. Each topic is explained in context with respect to testing, and for the more inquisitive, there are more details on the concepts and techniques used for different platforms. From Pulitzer Prize-winning journalist and culture critic Christina Binkley comes an updated edition of her New York Times bestselling account of sex, drugs, and the rise of Las Vegas. With a new prologue on the rise and fall of Steve Wynn. The Strip. Home to some of the world's grandest, flashiest, and most lucrative casino resorts, Las Vegas, with its multitude of attractions, draws millions of tourists from around the world every year. But Sin City hasn't always been booming: modern Vegas exists largely thanks to the extraordinary vision, and remarkable hubris, of three competing business moguls: Kirk Kerkorian, Dr. Gary Loveman, and Steve Wynn. And in the wake of

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#MeToo revelations, not all empires survive. Having had personal access to all three tycoons, Binkley explains how their audacious efforts to reach the top—and to top one another—shaped the city as it stands. She takes us inside their grandest schemes, their riskiest deals, and the personalities that drove them to their greatest successes, and their most painful defeats. In this updated edition, she reveals the inside story of how Steve Wynn, the winner who took all, ultimately lost everything—twice. Sharp, insightful, and revealing, *Winner Takes All* is the gripping story of how billions of dollars and the unparalleled drive for power turned dreams into larger-than-life reality. "It's a great drama on the greatest stage. . . Wynn, Kerkorian, and Loveman represent three opposing business personalities, three styles of achieving success. On the Vegas Strip, they're pitted against one another like gladiators, and we've got front-row seats. Kapow!" — bestselling author Po Bronson

This text chronicles the history of vacationing in America since the early 19th century. It is concerned with how, when, and why vacationing came to be part of life, charting this social and cultural institution as it grew from the custom of a small elite in to a mass phenomenon

This ebook is the complete reproduction of the preserved Voynich Manuscript, formatted for high resolution color ebook reader displays. The Voynich manuscript, also known as "the world's most mysterious manuscript", is a work which dates to the early 15th century, possibly from northern Italy. It is named after the book dealer Wilfrid Voynich, who purchased it in 1912. Much of the manuscript resembles herbal manuscripts of the time period, seeming to present illustrations and information about plants and their possible uses for medical purposes. However, most of the plants do not match known species, and the manuscript's script and language remain unknown and unreadable. Possibly some form of encrypted ciphertext, the Voynich manuscript has been studied by many professional and amateur cryptographers, including American and British codebreakers from both World War I and World War II. As yet, it has defied all decipherment attempts, becoming a cause célèbre of historical cryptology. The mystery surrounding it has excited the popular imagination, making the manuscript a subject of both fanciful theories and novels. None of the many speculative solutions proposed over the last hundred years has yet been independently verified. Illustrations: The illustrations of the manuscript shed little light on the precise nature of its text but imply that the book consists of six "sections", with different styles and subject matter. Except for the last section, which contains only text, almost every page contains at least one illustration. Following are the sections and their conventional names: Herbal: Each page displays one plant (sometimes two) and a few paragraphs of text—a format typical of European herbals of the time. Some parts of these drawings are larger and cleaner copies of sketches seen in the "pharmaceutical" section. None of the plants depicted is unambiguously identifiable. Astronomical: Contains circular diagrams, some of them with suns, moons, and stars, suggestive of astronomy or astrology. One

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series of 12 diagrams depicts conventional symbols for the zodiacal constellations (two fish for Pisces, a bull for Taurus, a hunter with crossbow for Sagittarius, etc.). Each of these has 30 female figures arranged in two or more concentric bands. Most of the females are at least partly naked, and each holds what appears to be a labeled star or is shown with the star attached by what could be a tether or cord of some kind to either arm. The last two pages of this section (Aquarius and Capricornus, roughly January and February) were lost, while Aries and Taurus are split into four paired diagrams with 15 women and 15 stars each. Some of these diagrams are on fold-out pages. Biological: A dense continuous text interspersed with figures, mostly showing small naked women, some wearing crowns, bathing in pools or tubs connected by an elaborate network of pipes, some of them strongly reminiscent of body organs. Cosmological: More circular diagrams, but of an obscure nature. This section also has foldouts; one of them spans six pages and contains a map or diagram, with nine "islands" or "rosettes" connected by "causeways" and containing castles, as well as what may possibly be a volcano. Pharmaceutical: Many labeled drawings of isolated plant parts (roots, leaves, etc.); objects resembling apothecary jars, ranging in style from the mundane to the fantastical; and a few text paragraphs. Recipes: Many short paragraphs, each marked with a flower- or star-like "bullet".

Forged in Crisis

"Know It or Blow It" Rules for Reaching Diverse Customers

Digit Ratio

A History of Vacations in the United States

How Leaders Avoid the Traps, Create Unity, and Reap Big Results

Love Your Leftovers

Managing Cultural Change in Public Libraries

***The #1 international bestseller from the author of The Book of Awesome that "reveals how all of us can live happier lives" (Gretchen Rubin). What is the formula for a happy life? Neil Pasricha is a Harvard MBA, a New York Times-bestselling author, a Walmart executive, a father, a husband. After selling more than a million copies of the Book of Awesome series, wherein he observed the everyday things he thought were awesome, he now shifts his focus to the practicalities of living an awesome life. In his new book The Happiness Equation, Pasricha illustrates how to want nothing and do anything in order to have everything. If that sounds like a contradiction in terms, you simply have yet to unlock the 9 Secrets to Happiness. Each secret takes a piece out of the core of common sense, turns it on its head to present it in a completely new light, and then provides practical and specific guidelines for how to apply this new outlook to lead a fulfilling life. Once you've unlocked Pasricha's 9 Secrets, you will understand counter intuitive concepts such as: Success Does Not Lead to Happiness, Never Take Advice, and Retirement Is a Broken Theory. You will learn and then master three brand-new fundamental life tests:***

***the Saturday Morning Test, The Bench Test, and the Five People Test. You will know the difference between external goals and internal goals and how to make more money than a Harvard MBA (hint: it has nothing to do with your annual salary). You will discover that true wealth has nothing to do with money, multitasking is a myth, and the elimination of options leads to more choice. The Happiness Equation is a book that will change how you think about pretty much everything—your time, your career, your relationships, your family, and, ultimately, of course, your happiness.***

***Blasting clichéd career advice, the contrarian pundit and creator of Dilbert recounts the humorous ups and downs of his career, revealing the outsized role of luck in our lives and how best to play the system. Scott Adams has likely failed at more things than anyone you've ever met or anyone you've even heard of. So how did he go from hapless office worker and serial failure to the creator of Dilbert, one of the world's most famous syndicated comic strips, in just a few years? In How to Fail at Almost Everything and Still Win Big, Adams shares the game plan he's followed since he was a teen: invite failure in, embrace it, then pick its pocket. No career guide can offer advice that works for everyone. As Adams explains, your best bet is to study the ways of others who made it big and try to glean some tricks and strategies that make sense for you. Adams pulls back the covers on his own unusual life and shares how he turned one failure after another—including his corporate career, his inventions, his investments, and his two restaurants—into something good and lasting. There's a lot to learn from his personal story, and a lot of entertainment along the way. Adams discovered some unlikely truths that helped to propel him forward. For instance:***

- Goals are for losers. Systems are for winners.***
- "Passion" is bull. What you need is personal energy.***
- A combination of mediocre skills can make you surprisingly valuable.***
- You can manage your odds in a way that makes you look lucky to others.***

***Adams hopes you can laugh at his failures while discovering some unique and helpful ideas on your own path to personal victory. As he writes: "This is a story of one person's unlikely success within the context of scores of embarrassing failures. Was my eventual success primarily a result of talent, luck, hard work, or an accidental just-right balance of each? All I know for sure is that I pursued a conscious strategy of managing my opportunities in a way that would make it easier for luck to find me."***

***Managing Cultural Change in Public Libraries argues that changes to library Strategies and Systems can lead to transformations in library Structures that can, in turn, shape and determine Organisational Culture. Drawing on Management theories, as well as the ideas of***

**Marx and Maslow, the authors present an ambitious Analytical Framework that can be used to better understand, support and enable cultural change in public libraries. The volume argues for radical - but sustainable - transformations in public libraries that require significant changes to Strategies, Structures, Systems and, most importantly, Organisational Culture. These changes will enable Traditional Libraries to reach out beyond their current active patrons to engage with new customer groups and will also enable Traditional Libraries to evolve into Community-Led Libraries, and Community-Led Libraries to become Needs-Based Libraries. Public libraries must be meaningful and relevant to the communities they serve. For this to happen, the authors argue, all sections of the local community must be actively involved in the planning, design, delivery and evaluation of library services. This book demonstrates how to make these changes happen, acting as a blueprint and road map for organisational change and putting ideas into action through a series of case studies. Managing Cultural Change in Public Libraries will be of particular interest to academics and advanced students engaged in the study of library and information science. It should also be essential reading for practitioners and policymakers and all those who believe that communities should be involved and engaged in the planning, design, delivery, and evaluation of library services.**

**Perfect for a single term on Molecular Biology and more accessible to beginning students in the field than its encyclopedic counterparts, Fundamental Molecular Biology provides a distillation of the essential concepts of molecular biology, and is supported by current examples, experimental evidence, an outstanding art program, multimedia support and a solid pedagogical framework. The text has been praised both for its balanced and solid coverage of traditional topics, and for its broad coverage of RNA structure and function, epigenetics and medical molecular biology.**

**The Making of Five Courageous Leaders**

**The Big Promise of Our Midsize Metros**

**The Virgin Way**

**Collaboration**

**Looptail**

**If It's Not Fun, It's Not Worth Doing**

**How One Company Changed the World by Reinventing Business**

A new version of the classic and widely used text adapted for the JavaScript programming language. Since the publication of its first edition in 1984 and its second edition in 1996, Structure and Interpretation of Computer Programs (SICP) has influenced computer science curricula around the world. Widely adopted as a textbook, the book has its origins in a popular entry-level computer

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science course taught by Harold Abelson and Gerald Jay Sussman at MIT. SICP introduces the reader to central ideas of computation by establishing a series of mental models for computation. Earlier editions used the programming language Scheme in their program examples. This new version of the second edition has been adapted for JavaScript. The first three chapters of SICP cover programming concepts that are common to all modern high-level programming languages. Chapters four and five, which used Scheme to formulate language processors for Scheme, required significant revision. Chapter four offers new material, in particular an introduction to the notion of program parsing. The evaluator and compiler in chapter five introduce a subtle stack discipline to support return statements (a prominent feature of statement-oriented languages) without sacrificing tail recursion. The JavaScript programs included in the book run in any implementation of the language that complies with the ECMAScript 2020 specification, using the JavaScript package `sicp` provided by the MIT Press website.

The #1 national bestseller-now in paperback! Can a company be cool, socially responsible and still make money? Welcome to the Looptail. This is the extraordinary true story of Bruce Poon Tip and how he honed his entrepreneurial instincts to create G Adventures, the world's most successful adventure travel company. Based in Canada, G Adventures operates in more than 100 countries, on all seven continents, and serves more than 100,000 customers every year. In this unique first-person account, Poon Tip reveals his unusual management secrets that allowed him to keep growing his company, his employees fully engaged and energized, and his customers extremely happy. It's all pretty amazing for a guy who started the company in 1990 by maxing out a few of his credit cards to finance the start-up. Poon Tip has worked tirelessly to ensure that his company generates good karma for everyone; that is, that "giving back" in life and in business is all about the cycle of the Looptail. Poon Tip has created an entirely new and refreshing approach to management. For example, there is no traditional CEO at G Adventures-instead, every employee is a CEO, empowered to make instantaneous decisions to help serve clients on the spot. But while there's no CEO, there is a company Mayor who takes the daily pulse of corporate morale. There's no HR department, but there is a Talent Agency and company Culture Club. This is a singularly stunning story of why community, culture and karma matter in business, and how one man's desire to do the right thing and generate profits can be blended into a win-win for all involved.

The incredible story of the man behind TOMS Shoes and One for One, the revolutionary business model that marries fun, profit, and social good — A creative and open-hearted business model for our times. —The Wall Street Journal Why this book is for you: — You're ready to make a difference in the world —through your own start-up business, a nonprofit organization, or a new project that you create within your current job. — You want to love your work, work for what you love, and have a positive impact on the world —all at the same time. — You're

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inspired by charity: water, method, and FEED Projects and want to learn how these organizations got their start. □ You're curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away. □ You're looking for a new model of success to share with your children, students, co-workers, and members of your community. You're ready to start something that matters. With every book you purchase, a new book will be provided to a child in need. One for One.□

Manning (biological sciences, University of Liverpool) argues that the relative lengths of the second and fourth fingers are genetically linked to hormone- and sex-related traits, and by extension with sperm counts, family size, musical genius, sporting prowess, autism, depression, homosexuality, heart problems, and breast cancer. He suggests that the study of the ratio between the lengths of the second and fourth finger can broaden our understanding of human ability, behavior, and health. Three photographs, 38 figures, and eight tables are included. Annotation copyrighted by Book News Inc., Portland, OR.

Reed Hastings

How to Engage and Inspire Employees

The Trump Card

The Lost Art of Reading

Playing to Win in Work and Life

Motivated Money

The Inca Trail

This 60-minute recorded webinar is with Bruce Poon Tip, founder of G Adventures, and author of the bestselling business book Looptail how one company changed the world by reinventing business. The webinar will challenge the way you think about the business environment. It will give you new food for thought around the ideas of employee engagement, branding, innovation, and corporate social responsibility.

New York Times Bestseller How feminine values can solve our toughest problems and build a more prosperous future Among 64,000 people surveyed in thirteen nations, two thirds feel the world would be a better place if men thought more like women. This marks a global trend away from the winner-takes-all, masculine approach to getting things done. Drawing from interviews at innovative organizations in eighteen nations and at Fortune 500 boardrooms, the authors reveal how men and women alike are recognizing significant value in traits commonly associated with women, such as nurturing, cooperation, communication, and sharing. The Athena Doctrine shows why femininity is the operating system of 21st century prosperity. Advocates a new way to solve today's toughest problems in business, education, government, and more Based on a landmark survey and results from Young & Rubicam's respected Brand Asset Valuator's global survey, as well as on-the-ground interviews in 18 countries From acclaimed social theorist, consumer expert, and bestselling author, John Gerzema, and award-winning author, Michael D'Antonio Brought to life through real world examples and backed by rigorous data, The Athena Doctrine shows how feminine traits are ascending—and bringing success to people and organizations around the world. By nurturing, listening, collaborating and sharing, women and men are solving problems, finding profits, and redefining success in every realm.

Living Color is the first book to investigate the social history of skin color from prehistory to the present, showing how our body 's most visible trait influences our social interactions in profound and complex ways. In a fascinating and wide-ranging discussion, Nina G. Jablonski begins with the biology and

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evolution of skin pigmentation, explaining how skin color changed as humans moved around the globe. She explores the relationship between melanin pigment and sunlight, and examines the consequences of rapid migrations, vacations, and other lifestyle choices that can create mismatches between our skin color and our environment. Richly illustrated, this book explains why skin color has come to be a biological trait with great social meaning—a product of evolution perceived by culture. It considers how we form impressions of others, how we create and use stereotypes, how negative stereotypes about dark skin developed and have played out through history—including being a basis for the transatlantic slave trade. Offering examples of how attitudes about skin color differ in the U.S., Brazil, India, and South Africa, Jablonski suggests that a knowledge of the evolution and social importance of skin color can help eliminate color-based discrimination and racism.

DIVNick Evans runs the popular food blog macheesmo.com, and he came up with a simple yet effective concept for everyday cooking: Create one foundation dish, in decent quantity, when you have the time--perhaps on a lazy Sunday afternoon--and then repurpose it to make other delicious dishes throughout the week. Cooking this way saves time and money and allows busy people to eat well every night. Love Your Leftovers includes breakfast, lunch, dinner, and dessert options as well as a wide range of cuisines. Each main dish will have eight to ten creative recipes for leftovers. So, if you make a Roast Chicken one night, you can then make Chicken Tortilla Soup, Creamy Chicken Pesto Pasta, or Chicken and Dumplings another night. A Flank Steak can morph into Spicy Beef Wontons or Vietnamese Noodle Salad. Spicy Black Beans can become Black Bean Burgers or Crunchy Black Bean Tacos. Love Your Leftovers will also feature chapters on kitchen and pantry basics and Meal Planning 101, as well as a helpful index of vegetarian and thirty-minute meals. /div

Through Savvy Meal Planning Turn Classic Main Dishes into More than 100 Delicious Recipes

Eat Pray Love Made Me Do It

JavaScript Edition

The Next American City

A Pointer to Fertility, Behavior, and Health

Kind of the Story of My Life

Great Work: How to Make a Difference People Love

Armed with this rough-and-tumble travel journal, prepare to embark on a wondrous, eclectic journey packed with inspiration and activities from around the globe. It's wanderlust in a book. Page by page, Do Big Small Things will challenge you to write, rip, make, and share as you blast out of your comfort zone, dream big, and pay it forward. Wherever you find yourself--on a plane, trekking through Nepal, or in your living room--this book will inspire you to create a vibrant record of your adventures and to push the limits of your mind. The result is a deeply personal gallery of shared surprises, hidden treasures, sudden epiphanies, meaningful connections, and lasting changes. Full of simple, playful prompts and eye-opening visuals, and brimming with worldly wisdom, healthy irreverence, and a sense of boundless possibility, this book is your map, your companion, your record of the small things you do that add up to something bigger.

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling The Art of Innovation, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more

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productive and successful in our lives and in our careers.

Presents an introduction to the Scala programming language which is an abbreviated version of object-orientated programming combined with the power of concurrency capable of running on the Java Virtual Machine.

Finally, a financial plan that lets you be YOU, only richer. It 's time to throw away all your old notions of what financial advice should look like. Because if you 're looking for a book to put you on an austerity savings plan that has you giving up vacations and lattes, you 're out of luck. But if you 're looking to get your finances in rock-hard shape--in less time than it takes to finish a workout--then Alexa von Tobel, Founder and CEO of LearnVest, has your back. How? Through the LearnVest Program. First, you 'll take stock of where you stand today. Then, you 'll create your customized 50/20/30 plan. 50/20/30 simply refers to the percentage breakdown of how to spend your take-home pay each month. The 50 gets the essentials out of the way so you don't have to stress about them. The 20 sets your foundation for the future, then the 30 is left to spend on the things that bring happiness to your life. By the time you 're finished reading this book, you 'll walk away with a financial game plan tailored to your priorities, your hopes and dreams, and your lifestyle. And, because von Tobel and the team at LearnVest are experts at financial planning in the online era, you 'll also learn how to integrate your financial plan into your mobile, social, digital life. Like your own personal financial planner between two covers, this book will set you up for a secure, worry-free money future, without having to give up things you love. So toss those old-school financial guides out the window, and get ready to start living your richest life.

Structure and Interpretation of Computer Programs

Financially Fearless

Working at Play

Start Something That Matters

Cuzco & Machu Picchu

Want Nothing + Do Anything = Have Everything

The Happiness Equation