

## Disrupt Yourself Putting The Power Of Disruptive Innovation To Work

*Over the last 25 years, Geoffrey Moore has established himself as one of the most influential high-tech advisors in the world—once prompting Conan O’Brien to ask “Who is Geoffrey Moore and why is he more famous than me?” Following up on the ferociously innovative ESCAPE VELOCITY, which served as the basis for Moore’s consulting work to such companies as Salesforce, Microsoft, and Intel, ZONE TO WIN serves as the companion playbook for his landmark guide, offering a practical manual to address the challenge large enterprises face when they seek to add a new line of business to their established portfolio. Focused on spurring next-generation growth, guiding mergers and acquisitions, and embracing disruption and innovation, ZONE TO WIN is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors. Moore’s classic bestseller, CROSSING THE CHASM, has sold more than one million copies by addressing the challenges faced by start-up companies. Now ZONE TO WIN is set to guide established enterprises through the same journey. “For any company, regardless of size or industry, ZONE TO WIN is the playbook for succeeding in today’s disruptive, connected, fast-paced business world.” —Marc Benioff, CEO, Salesforce “Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today’s competitive, disruptive business environment.” —Satya Nadella, CEO, Microsoft "With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" —Gary Kovacs, CEO, AVG “ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace. Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your business.” —Lip-Bu Tan, President and CEO, Cadence Design Systems Lead each person on your team up the learning curve. What's the secret to having an engaged and productive team? It's having a plan for developing all employees--no matter where they are on their personal learning curves. Better morale and higher performance happen through learning, argues Whitney Johnson. In over twenty years of coaching, investing, and consulting, Johnson has seen that employees need continuous learning and fresh challenges to stay motivated. The best bosses know this, and they know how to make it happen by thoughtfully designing people’s jobs around the skills they have today as well as the skills they'll need to be even more valuable tomorrow. That's how entire organizations stay competitive in an unpredictable, rapidly changing business environment. In this book, Johnson explains how to become one of those bosses and how to build your A-team by: Identifying what your employees already know and what they need to learn Designing their jobs to maximize engagement and learning Applying a seven-step process for leading each person up their learning curve We all want opportunities to learn, experiment, and grow in our jobs. When our bosses work with us to help us leap to new challenges, the result is a team that knows how to thrive, no matter what the future holds. “Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals.”—Adam Grant, best-selling author of Originals “Under New Management is a lively, provocative must-read.”—Whitney Johnson, author of Disrupt Yourself.*

*Why accepted management practices don't work—and how innovative companies are changing the rules Should your employees know each other's salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business's success as a result. "Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too."—Daniel H. Pink, best-selling author of Drive and To Sell Is Human ? "If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read."—Tom Rath, best-selling author of StrengthsFinder 2.0*

*Organized around seven factors that determine whether we have a good day at work, Webb offers specific tools to use based on how our brains work, and she shows how to incorporate them into conversations, meetings, and projects in a way that will increase productivity, confidence, and enjoyment.*

*Conventional wisdom today says that to survive, companies must move beyond incremental, sustaining innovation and invest in some form of radical innovation. "Disrupt yourself or be disrupted!" is the relentless message company leaders hear. The Power of Little Ideas argues there's a "third way" that is neither sustaining nor disruptive. This low-risk, high-reward strategy is an approach to innovation that all company leaders should understand so that they recognize it when their competitors practice it, and apply it when it will give them a competitive advantage. This distinctive approach has three key elements: It consists of creating a family of complementary innovations around a product or service, all of which work together to make that product more appealing and competitive. The complementary innovations work together as a system to carry out a single strategy or purpose. Crucially, unlike disruptive or radical innovation, innovating around a key product does not change the central product in any fundamental way. In this powerful, practical book, Wharton professor David Robertson illustrates how many well-known companies, including CarMax, GoPro, LEGO, Gatorade, Disney, USAA, Novo Nordisk, and many others, used this approach to stave off competitive threats and achieve great success. He outlines the organizational practices that unintentionally torpedo this approach to innovation in many companies and shows how organizations can overcome those challenges. Aimed at leaders seeking strategies for sustained innovation, and at the quickly growing numbers of managers involved with creating new products, The Power of Little Ideas provides a logical, organic, and enduring third way to innovate.*

*Communities in Action*

*Dare, Dream, Do*

*Connecting the Dots*

*Disrupt from Within*

*Embracing the Coming Disruption*

## *Tiny Habits*

### *The Small Changes That Change Everything*

With the right mindset and insight, anyone can become a millionaire. Are you tired of just paying bills until you die? Are you wasting your life at a job that doesn't make you fulfilled or financially secure? Then *Future Proofing You: Twelve Truths for Creating Opportunity, Maximizing Wealth, and Controlling Your Destiny in an Uncertain World* is for you. In this life-changing book, celebrated author and entrepreneur Jay Samit, who's worked with such visionaries as Bill Gates, Steve Jobs, Reid Hoffman, and hundreds of successful entrepreneurs, shares the key understandings and step-by-step process for becoming rich and never needing another job again. To prove the power of his 12 Truths, Samit also details the journey of how he mentored a broke millennial with these principles and empowered him to go from being on welfare to becoming a self-made millionaire in one year. Building upon the principles in his internationally acclaimed book *Disrupt You*, Samit explains: How to identify an idea and market to start your business How to build a virtual company with little or no capital The latest free software tools for managing your business Ways to get a piece of a trillion-dollar opportunity bigger than mobile How to harness the three primary fears of others to generate more sales Strategies for finding the right mentors to accelerate your success Techniques to structure any deal for creating recurring revenue and lasting wealth This book is perfect for anyone who is tired of jobs with no security, hopes to truly realize their professional and personal potential, and is looking for a way to build a better life for them and their family. *Future Proofing You*

With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that's not enough? How often does consumer engagement actually go further than the "like" button? With the average American receiving close to 50 phone notifications a day, do the company messages get read or just tossed aside? The truth is, a sobering reality is beginning to hit marketers: Technology hasn't just reshaped mass media; it's altering behavior as well. Truly getting a message through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some radical rethinking. *Disruptive Marketing* challenges you to toss the linear plan, strip away conventions, and open your mind as it takes you on a provocative, fast-paced tour of our changing world, where you'll find that:

- Selling is dead, but ongoing conversation thrives
- Consumers generate the best content about brands
- People tune out noise and listen to feelings
- Curiosity leads the marketing team
- Growth depends on merging analytics with boundless creativity

Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, *Disruptive Marketing* is the solution you've been looking for to boost your brand into new territory!

Are you a high potential charting your course within your current organization, a leader trying to jumpstart innovative thinking in your company? Or are you ready to do something new? Consider this simple yet powerful idea: disruptive companies and ideas upend markets by doing something truly different - they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. An expert in driving innovation via personal disruption, Whitney Johnson, will help you understand how the frameworks of disruptive innovation can apply to you: if you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Dream big dreams. Do something astonishing. Disrupt yourself. In this book, you will learn how to apply these frameworks to building a business, career - and you. We are living in an era of accelerating disruption - those who can

manage the S-curve waves of learning and maxing out will have a competitive advantage. But this is a skill set that needs to be learned. Disrupt Yourself will help people cope with the unpredictability of disruption, and use it to their competitive advantage.

Are you at the top of your game—or still trying to get there? Take your cues from the short, powerful *Nine Things Successful People Do Differently*, where the strategies and goals of the world's most successful people are on display—backed by research that shows exactly what has the biggest impact on performance. Here's a hint: accomplished people reach their goals because of what they do, not just who they are. Readers have called this “a gem of a book.” Get ready to accomplish your goals at last.

High-growth organizations need high-growth individuals. Startups, growth-stage companies, and private equity-backed companies all have one thing in common: They need high-growth individuals to execute high-growth plans. As a leader trying to achieve ambitious organizational goals, you need people who can do more than just keep up; you need people who can set the pace. You need high-growth individuals. *Disrupt Yourself* helps high-growth individuals—and those trying to attain this status—learn the tools and frameworks necessary to make changes that matter. This book helps you understand how these frameworks of disruptive innovation can apply to your particular path, whether you are: A self-starter ready to make a disruptive pivot in your business A high-potential individual charting your career trajectory A manager looking to instill innovative thinking within your team A leader facing industry changes that make for an uncertain future Whitney Johnson used the theory of disruptive innovation to invest in publicly traded stocks and early-stage private companies, and now she applies the framework to the personal and professional growth of individuals. We are living in an era of accelerating disruption, and no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways and achieve your wildest goals, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

A Manifesto for the Modern Woman

Zone to Win

Nancy Pelosi and the Lessons of Power

The Anticipatory Organization

How to Have a Good Day

Daring to Dream with the Help of Others

Organizing to Compete in an Age of Disruption

The world's leading expert on habit formation shows how you can have a happier, healthier life: by starting small. Myth: Change is hard. Reality: Change can be easy if you know the simple steps of Behavior Design. Myth: It's all about willpower. Reality: Willpower is fickle and finite, and exactly the wrong way to create habits. Myth: You have to make a plan and stick to it. Reality: You transform your life by starting small and being flexible. BJ FOGG is here to change your life—and revolutionize how we think about human behavior. Based on twenty years of research and Fogg's experience coaching more than 40,000 people, *Tiny Habits* cracks the code of habit formation. With breakthrough discoveries in every chapter, you'll learn the simplest proven ways to transform your life. Fogg shows you how to feel good about your successes instead of bad about your failures. Already the habit guru to companies around the world, Fogg brings his proven method to a global audience for the first time. Whether you want to

lose weight, de-stress, sleep better, or be more productive each day, Tiny Habits makes it easy to achieve.

Thinkers50 Management Thinker of 2015 Whitney Johnson has a goal: to help us identify and achieve our dreams. Her belief is that we can each achieve greater happiness when focusing both on our dreams and on other people in our lives. In this inspiring book, Johnson directs her attention to teaching women, in particular, a three-step model for personal advancement and happiness. She first encourages us to Dare to boldly step out, to consider disrupting life as we know it. Then she teaches us how to Dream, to give life to the many possibilities available, whether to start a business, run a marathon, or travel the world. She shows us how to "date" our dreams (no need to commit!) and how to make space for dreams. Finally, Whitney's model brings out the businesswoman in her; she teaches us to Do, to execute our dreams. She showcases the importance of sharing dreams with others to give them life, creating your own "dream team." Rich with real stories of women who have dared to dream, Dare, Dream, Do offers a practical framework for making remarkable things happen.

In today's volatile business landscape, adaptability and creativity are more crucial than ever. It is no longer possible-or even desirable-to learn one set of job skills and to work your way up the ladder. At the same time, entrepreneurs with great ideas for new products or technologies that could change the world often struggle to capture the attention of venture capital firms and incubators; finding the funding necessary to launch a start-up can feel impossible. The business leaders of our future must anticipate change to create their own opportunities for personal satisfaction and professional success. In Disrupt You!, Jay Samit, a digital media expert who has launched, grown, and sold start-ups and Fortune 500 companies alike, describes the unique method he has used to invent new markets and expand established businesses. Samit has been at the helm of businesses in the ecommerce, digital video, social media, mobile communications, and software industries, helping to navigate them through turbulent economic times and guide them through necessary transformation so that they stay ahead of the curve. In Disrupt You!, he reveals how specific strategies that help companies flourish can be applied at an individual level to help anyone can achieve success and lasting prosperity-without needing to raise funds from outside investors. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses-including Richard Branson, Steve Jobs, Elon Musk, YouTube, Circ du Soleil, Odor Eaters, Iams, Silly Putty, and many more-Samit shows how personal transformation can reap entrepreneurial and professional rewards. Disrupt You! offers clear and empowering advice for anyone looking to break through; for anyone with a big idea but with no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

Making predictions about the future is always tricky. But there is one prediction that author Rob Bernshteyn is quite confident in making: Across a host of industries, we will move to a model that he calls value as a service. It is already common knowledge that many traditional-products companies are converting the delivery of their offerings to the as-a-service model. With the completion of this transition assumed, the coming disruption will focus less on the delivery model and more on the value delivered. Value as a

Service is the simple idea that measurable value delivered for customers will be the ultimate competitive battleground. Every customer will want to understand the exact value that they are being provided. They will want a quantifiable difference as they compare their options. Is your business ready to embrace this coming disruption? Are you ready?

Whitney Johnson's book, *Dare, Dream, Do*, is inspiring readers to achieve greater happiness by daring to dream. In this companion book, Whitney invites readers to host their own Dare, Dream, Do Circles, in person or online, in order to dream with the help of others: your friends, family, and communities. This guidebook gives Dare, Dream, Do Circle facilitators the tools they need to lead others, including questions for each of three sessions, and stories of 9 women who dared to dream to help spark conversation.

Smart Growth

The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration

Disrupt Yourself

Disrupt-Her

How Leading Organizations Are Upending Business as Usual

The Book Thief

How to Drive Disruption and Accelerate Transformation

**Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In Disrupt Yourself, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.**

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

THE NEW YORK TIMES BESTSELLER • NAMED ONE OF THE BEST BOOKS OF THE YEAR by Booklist • Kirkus Celebrate all the ways love makes us who we are with the romance that Entertainment Weekly calls "wise, wildly unique"—from the bestselling co-author of Nick and Norah's Infinite Playlist and Will Grayson, Will Grayson—about a teen who wakes up every morning in a different body, living a different life. Now a major motion picture! Every day a different body. Every day a different life. Every day in love with the same girl. There's never any warning about where it will be or who it will be. A has made peace with that, even established guidelines by which to live: Never get too attached. Avoid being noticed. Do not interfere. It's all fine until the morning that A wakes up in the body of Justin and meets Justin's girlfriend, Rhiannon. From that moment, the rules by which A has been living no longer apply. Because finally A has found someone he wants to be with—day in, day out, day after day. With his new novel, David Levithan, bestselling co-author of Will Grayson, Will Grayson, and Nick and Norah's Infinite Playlist, has pushed himself to new creative heights. He has written a captivating story that will fascinate readers as they begin to comprehend the complexities of life and love

in A's world, as A and Rhiannon seek to discover if you can truly love someone who is destined to change every day. "A story that is always alluring, oftentimes humorous and much like love itself—splendorous." —Los Angeles Times

The Innovation Code The Creative Power of Constructive Conflict Harmony is sublime in music but deadly to innovation. The only way to create new, hybrid solutions is to clash. Innovation happens when we bring people with contrasting perspectives and complementary areas of expertise together in one room. We innovate best with people who challenge us, not people who agree with us. It sounds like a recipe for chaos and confusion. But in The Innovation Code, Jeff DeGraff, dubbed the "Dean of Innovation," and Staney DeGraff introduce a simple framework to explain the ways different kinds of thinkers and leaders can create constructive conflict in any organization. This positive tension produces ingenious solutions that go far beyond "the best of both worlds." Drawing on their work with nearly half of the Fortune 500 companies, the DeGraffs help you harness the creative energy that arises from opposing viewpoints. They identify four contrasting styles of innovator—the Artist, the Engineer, the Athlete, and the Sage—and include exercises and assessments for building, managing, and embracing the dynamic discord of a team that contains all four. You can also figure out where you fit on the continuum of innovator archetypes. Using vivid examples, The Innovation Code offers four steps to normalize conflict and channel it to develop something completely new. By following these simple steps, you will get breakthrough innovations that are both good for you and your customers. This is a rigorous but highly accessible guide for achieving breakthrough solutions by utilizing the full—and seemingly contradictory—spectrum of innovative thinking.

Technology-driven change is accelerating at an exponential rate, but moving fast in the wrong direction will only get you into trouble faster! Reacting to problems and digital disruptions, no matter how agile you and your organization are, is no longer good enough. The Anticipatory Organization teaches you how to separate the Hard Trends that will happen, from the Soft Trends that might happen, allowing you to jump ahead with low risk and the confidence certainty can provide. Accelerate innovation and actively shape the

future—before someone else does it for you! Digital transformation has divided us all into two camps: the disruptor and the disrupted. The Anticipatory Organization gives you the tools you need to see disruption before it happens, allowing you to turn change into advantage. In The Anticipatory Organization, Burrus shows us that the future is far more certain than we realize, and finding certainty in an uncertain world provides a big advantage for those who know how and where to look for it. Inspired by the dramatic results that organizations are experiencing from his award-winning learning system, The Anticipatory Organization offers a comprehensive way to identify game-changing opportunities. Using the principles of this proven model, you will learn how to elevate planning, accelerate innovation, and transform results by pinpointing and acting upon enormous opportunities waiting to be discovered. Readers will learn how to:

- Separate the Hard Trends that will happen from the Soft Trends that might happen
- Anticipate disruptions, problems, and game-changing opportunities
- Identify and pre-solve predictable problems
- Accelerate innovation (both everyday innovation and exponential innovation)
- Pinpoint and act upon enormous untapped opportunities
- Skip problems and barriers to succeed faster

A Low-Risk, High-Reward Approach to Innovation

Disrupt! Think Epic. be Epic

Pathways to Health Equity

Nine Things Successful People Do Differently

Your Dare, Dream, Do Circle

Under New Management

Disrupt

AN INSTANT NEW YORK TIMES BESTSELLER! The definitive biography of Nancy Pelosi, the most powerful woman in American political history, written by New York Times bestselling author and USA Today Washington bureau chief Susan Page. Featuring more than 150 exclusive interviews with those who know her best—and a series of in-depth, news-making interviews with Pelosi herself—MADAM SPEAKER is unprecedented in the scope of its exploration of Nancy Pelosi's remarkable life and of her indelible impact on American politics. Before she was Nancy Pelosi, she was Nancy D'Allesandro. Her father was a big-city mayor and her mother his political organizer; when she encouraged her young daughter to become a nun, Nancy told her mother that being a priest sounded more appealing. She didn't begin running for office until she was forty-six years old, her five children mostly out of the nest. With that, she found her calling. Nancy Pelosi has

lived on the cutting edge of the revolution in both women ' s roles and in the nation ' s movement to a fiercer and more polarized politics. She has established herself as a crucial friend or formidable foe to U.S. presidents, a master legislator, and an indefatigable political warrior. She took on the Democratic establishment to become the first female Speaker of the House, then battled rivals on the left and right to consolidate her power. She has soared in the sharp-edged inside game of politics, though she has struggled in the outside game—demonized by conservatives, second-guessed by progressives, and routinely underestimated by nearly everyone. All of this was preparation for the most historic challenge she would ever face, at a time she had been privately planning her retirement. When Donald Trump was elected to the White House, Nancy Pelosi became the Democratic counterpart best able to stand up to the disruptive president and to get under his skin. The battle between Trump and Pelosi, chronicled in this book with behind-the-scenes details and revelations, stands to be the titanic political struggle of our time.

From the co-founder of THINX and hellotushy.com, start-ups collectively valued at more than \$150 million, comes DISRUPT-HER, a rallying cry for women to radically question the status quo. Miki Agrawal has faced patriarchal pushback, fought girl-on-girl hate, ridden the roller coaster of building businesses as a female CEO, and even overcome an attempt to burn her for witchcraft (figuratively). In order to navigate the complicated--at times maddening--struggles of contemporary femininity, we need an unabashed manifesto for the modern woman that inspires us to move past outrage and take positive steps on the personal, professional, and societal levels. This manifesto galvanizes us to action in 13 major areas of our lives with as much fire power as possible. These are the credos we live by, the advice we give to friends, the tenets we instill in our companies and peers on a daily basis. Stories of badass female movers and shakers are shared in this book too to give you an extra jolt of "I've got this." It's a whole body F\*CK YES to your work, your love, your relationships, and your mission--while doing it all authentically, unapologetically, and with full integrity.

In *Disrupt Yourself*, innovator and digital media expert Jay Samit reveals how to achieve your goals and permanently alter the status quo through the art of self-disruption. In today's ever-changing and often-volatile business landscape, adaptability and creativity are more crucial than ever. Samit describes how specific strategies that help companies flourish - challenging assumptions, pinpointing one's unique value, and identifying weaknesses in the structure of current industries - can be applied at an individual level. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses - including Richard Branson, Steve Jobs, YouTube, the BBC, Virgin Media and many more - Samit shows how personal transformation can reap entrepreneurial and professional rewards. *Disrupt Yourself* offers clear and empowering advice for anyone looking to break through a creative barrier; anyone with a big idea but no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike.

Designed as an introduction to emergency management, this book includes pieces on: social, political, and fiscal aspects of risk management; land-use planning and building code enforcement regulations; insurance issues; emergency management systems; and managing natural and manmade disasters.

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

Unleashing the Next Wave of Innovation

Disrupt You!

Putting the Power of Disruptive Innovation to Work

**Think the Unthinkable to Spark Transformation in Your Business**

**Seizing the Life You Want by Shaking, Breaking, and Challenging Everything**

**No One Understands You and What to Do About It**

**What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal**

\* An Instant Wall Street Journal Bestseller \* From founder Kent Taylor, the incredible made-from-scratch success story of Texas Roadhouse. In *Made From Scratch*, the late business maverick Kent Taylor tells the legendary story of Texas Roadhouse and in the process reveals its recipe for success: embracing unorthodox business practices. Because isn't it a little unusual for a company to do almost no advertising? Is it wild to give away free peanuts and rolls and keep prices low, even as costs rise, or to keep the menu basically the same since it opened? Does it fly in the face of reason to prohibit coats and ties at headquarters and to have a CEO who dressed like he was part of the landscaping crew? These business practices might be unconventional, but for Kent and Texas Roadhouse, they worked. What Kent and his Roadies cooked up is an island of misfits who are cool with being different. They love to have fun, but are serious about following meticulous recipes to serve up hand-cut steaks, fall-off-the-bone ribs, made-from-scratch sides, ice-cold beer, and irresistible fresh-baked bread. It's *Legendary Food, Legendary Service*, the Texas Roadhouse way. To show how this company became a staple of American dining and survived a once-in-a-lifetime pandemic, Kent took a trip back in time to offer the lessons learned from his pathbreaking life, revealing how a distracted kid from Louisville, Kentucky, created anything worthwhile at all.

**#1 NEW YORK TIMES BESTSELLER** □ **ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME** The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. "The kind of book that can be life-changing." —The New York Times "Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank." —USA Today **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

From the creator of Valuetainment, the #1 YouTube channel for entrepreneurs, and "one of the most exciting thinkers" (Ray Dalio, author of *Principles*) in business today, comes a practical and effective guide for thinking more clearly and achieving your most audacious professional goals. Both successful entrepreneurs and chess

grandmasters have the vision to look at the pieces in front of them and anticipate their next five moves. In this book, Patrick Bet-David “helps entrepreneurs understand exactly what they need to do next” (Brian Tracy, author of *Eat That Frog!*) by translating this skill into a valuable methodology. Whether you feel like you’ve hit a wall, lost your fire, or are looking for innovative strategies to take your business to the next level, *Your Next Five Moves* has the answers. You will gain: CLARITY on what you want and who you want to be. STRATEGY to help you reason in the war room and the board room. GROWTH TACTICS for good times and bad. SKILLS for building the right team based on strong values. INSIGHT on power plays and the art of applying leverage. Combining these principles and revelations drawn from Patrick’s own rise to successful CEO, *Your Next Five Moves* is a must-read for any serious executive, strategist, or entrepreneur.

Companies, communities, and individuals fail for many reasons, but one of the most common—and easily avoidable—is the failure to reinvent. When people and organizations rest on prior successes rather than driving purposeful transformation, they discover too late that they have lost their market position altogether to competitors and external forces. The most successful companies, brands, and individuals make reinvention a regular part of their business strategies. Transformation demands an ongoing process of discovery and imagination, and *The Road to Reinvention* lays out a systematic approach for continually challenging and reinventing yourself and your business. Venture capitalist and serial entrepreneur Josh Linkner identifies six elements in any business that are ripe for reinvention and shares examples, methods, and step-by-step techniques for creating deliberate, productive disruption. Throughout *The Road to Reinvention*, Linkner also explores the history—the great rise, unprecedented fall, and now rebirth—of his beloved hometown, Detroit. First rising to greatness as the result of breathtaking innovation, Detroit had generations of booming growth before succumbing to apathy, atrophy, and finally bankruptcy. Now, the city is rising from the ashes and driving sustainable success through an intense focus on reinvention. Linkner brings an insider's view of this incredible story of grit, determination, and creativity, sharing his perspective on Detroit's successes and setbacks as a profound example of large-scale organizational and personal transformation. Change is inevitable. You need to decide: Will you drive that change, or be driven away by it? Will you disrupt or be disrupted? By choosing to deliberately reimagine your own status quo, you can secure a strong future for both your company and your career.

Silicon Valley visionary John Chambers shares the lessons that transformed a dyslexic kid from West Virginia into one of the world's best business leaders and turned a simple router company into a global tech titan. When Chambers joined Cisco in 1991, it was a company with 400 employees, a single product, and about \$70 million in revenue. When he stepped down as CEO in 2015, he left a \$47 billion tech giant that was the backbone of the

internet and a leader in areas from cybersecurity to data center convergence. Along the way, he had acquired 180 companies and turned more than 10,000 employees into millionaires. Widely recognized as an innovator, an industry leader, and one of the world's best CEOs, Chambers has outlasted and outmaneuvered practically every rival that ever tried to take Cisco on--Nortel, Lucent, Alcatel, IBM, Dell, and Hewlett-Packard, to name a few. Now Chambers is sharing his unique strategies for winning in a digital world. From his early lessons and struggles with dyslexia in West Virginia to his bold bets and battles with some of the biggest names in tech, Chambers gives readers a playbook on how to act before the market shifts, tap customers for strategy, partner for growth, build teams, and disrupt themselves. He also adapted those lessons to transform government, helping global leaders like French President Emmanuel Macron and Indian Prime Minister Narendra Modi to create new models for growth. As CEO of JC2 Ventures, he's now investing in a new generation of game-changing startups by helping founders become great leaders and scale their companies. Connecting the Dots is destined to become a business classic, providing hard-won insights and critical tools to thrive during the accelerating disruption of the digital age.

The Fourth Industrial Revolution

Harness the Power of Behavioral Science to Transform Your Working Life

Master the Art of Business Strategy

Build an A-Team

How to Engage Your Internal Team's Creative Power to Protect Market Share, Strengthen Defense, and Avoid Stagnation!

Turn Disruption and Change into Opportunity and Advantage

The Power of the Powerless: Citizens Against the State in Central Eastern Europe

**This book is divided into two parts with bonus sections to help you disrupt your organization, implement change, and build systems to hold yourself accountable. Accountability is top priority, inside and outside of any organization. The first part of this book describes a playbook, which will show you exactly how to create an environment to discover disruptive and impactful ideas to 10x the organization and embrace the future. It is an extremely effective team building event, and I recommend you hold at least one per year. We call this an "innovation storm," and I hope you enjoy the first part of this book that describes in detail how to execute an effective innovation storm. If you are not an expert facilitator, or do not have one in your organization, in the back of the book you'll find an opportunity on how to reach out to me and my team for professional facilitation. In part two we share with you the secrets to successfully building peer performance groups in any organization, trade group, or industry. Peer performance groups date back to the first real records of history, and**

**almost every successful business, entrepreneur, athlete, musician, or professional can relate to a peer performance group. The ultra-successful do not do it alone, and neither should you. In Part Two, we show you exactly how to build peer performance groups, how they should be executed, and what to expect in these groups. This is a playbook with direct, actionable concepts and we provide details, agendas, and formats that allow you to take these systems and put them to work.**

**Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. In Disrupt Yourself, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business; a high-potential individual charting your career trajectory; a manager looking to instill innovative thinking amongst your team; a leader facing industry changes that make for an uncertain future. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. --**

**This requires a revolution in thinking: a steady stream of disruptive strategies and unexpected solutions. In Disrupt, Luke Williams shows exactly how to generate those strategies and deliver those solutions. This book reflects Williams' immense experience creating breakthrough solutions at frog design, one of the world's leading innovation firms. Williams shows how to combine fluid creativity with analytical rigor in a simple five-stage process for successfully disrupting any market. You'll learn why the most unexpected ideas draw the least competitors---and offer the greatest potential. Then, using many examples and a case study, you'll walk through every step of transforming disruptive ideas from conception to breakthrough business strategy.**

**An Evidence-Based Approach to Personality and Leadership A leader's bullying and constant dismissal of his team's concerns nearly take down an entire company—and the global financial system. The U.S. Government has to provide a \$182 billion bailout. A new CEO transforms a near-bankrupt auto company and its infamously competitive culture becomes more collaborative and thrives—making it the only auto manufacturer to not take bailout funds. These stories share a truth: Each leader's personality set the course of their company's future. We all know that IQ, education, knowledge, and technical skills are essential for professionals, but they alone are insufficient for effective leadership. Who you are as a person—your personality and character—drives leadership performance and determines who thrives and who fails. In Personality at Work, psychologist Ron**

**Warren lays out the key personality traits that drive high performance—and the common traits that derail it. Warren clusters closely related traits into four dimensions of behavior: • Teamwork/Social Intelligence • Deference • Dominance • Grit/Task Mastery. Each cluster is broken down into personality traits—13 in all. Personality at Work draws from research using the renowned LMAP 360 with 20,000 leaders and 250,000 360-feedback raters. An assessment used at organizations around the world, LMAP 360 is used at Harvard Business School, Yale School of Management, Underwriter Laboratories, BearingPoint, Deloitte, Teach for America, Clayton Homes, and more than 35 hospital systems throughout the United States. Personality at Work integrates research on personality and performance, teamwork, communications, judgment, and decision-making. You will learn how to ... • Recognize your own personality patterns and those of colleagues • Understand the links between personality, leadership, and organizational effectiveness • Turn insights into action, leading with Grit and EQ to drive individual and team performance**

**In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.**

**The Innovation Code**

**Personality at Work: The Drivers and Derailers of Leadership**

**Lessons for Leadership in a Startup World**

**Every Day**

**Your Next Five Moves**

## **The Road to Reinvention**

**Survival fact: The people who will succeed today are those who figure out how to benefit from, or take advantage of, continuous disarray, disorder and disruption. Welcome to the age of continuous personal disruption. When even the most basic daily routines get swept up in a storm of ambiguity. When nothing is certain. When there is no perfect decision to be made. That's why author Bill Jensen identified the 25 habits most necessary for success in today's crazy world. Disrupt! is for everyone trying to do extraordinary things while driving through a shitstorm of relentless disruptions. Jensen uncovered these habits by going direct to the source — the very people causing those disruptions. 100 great disruptive heroes: CEOs, inventors and scientists, entrepreneurs and freedom fighters, firefighters and doctors, geeks and a couple of freaks ... masters of disruptive innovation and change. Disruptive because they simply refuse to accept the status quo. Heroes because they are changing the rules of the game. Great because they are helping each of us change for the better.**

## **Disrupt Yourself Putting the Power of Disruptive Innovation to Work**

**The barriers to entry in your market just vanished. Unexpected competitors are swarming in. Are you ready? You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. The only way to compete is to evolve. James McQuivey of Forrester Research has been teaching people how to do this for over a decade. He's gone into the biggest companies, even in traditional industries like insurance and consumer packaged goods, and changed the way they think about innovation. Now he's sharing his approach with you. McQuivey will show you how Dr. Hugh Reinhoff of Ferrokin BioSciences disrupted the pharmaceutical industry, streamlining connections with doctors and regulators to bring molecules to market far faster--and then sold out for \$100 million. How Charles Teague and his team of four people created Lose It!, a weight loss application that millions have adopted, achieving rapid success and undermining titans like Weight Watchers and Jenny Craig in the process. Regardless of your background and industry, you can learn how to be a digital disruptor too. First, adopt the right mindset: Take risks, invest as cheaply as possible, and build on existing platforms to find the fastest path to solving a customer's problem. Second, seek the "adjacent possible"--the space just next to yours where new technology creates opportunity. That's how Benjamin Rubin and Paolo DePetrillo of Zeo created a \$100 sleep monitor that does much of what you'd get from a \$3,000 sleep lab visit. Finally, disrupt yourself. Use these tools to make parts of your business obsolete before your competitors do. That's what Tim FitzRandolph**

did at Disney, creating a game that shot to the top of the app store charts. With the tools in this book you can assess your readiness, learn the disruptive mindset, and innovate rapidly, starting right within your own business.

Have you ever felt you're not getting through to the person you're talking to, or not coming across the way you intend? You're not alone. That's the bad news. But there is something we can do about it. Heidi Grant Halvorson, social psychologist and bestselling author, explains why we're often misunderstood and how we can fix that. Most of us assume that other people see us as we see ourselves, and that they see us as we truly are. But neither is true. Our everyday interactions are colored by subtle biases that distort how others see us—and also shape our perceptions of them. You can learn to clarify the message you're sending once you understand the lenses that shape perception:

- Trust. Are you friend or foe?
- Power. How much influence do you have over me?
- Ego. Do you make me feel insecure?

Based on decades of research in psychology and social science, Halvorson explains how these lenses affect our interactions—and how to manage them. Once you understand the science of perception, you'll communicate more clearly, send the messages you intend to send, and improve your personal relationships. You'll also become a fairer and more accurate judge of others. Halvorson even offers an evidence-based action plan for repairing a damaged reputation. This book is not about making a good impression, although it will certainly help you do that. It's about coming across as you intend. It's about the authenticity we all strive for.

Sticking to the same old routine may be comforting, but it gets most people nowhere. Inspirational speaker and recognized expert in leadership and government affairs, Todd Mitchem dares you to step outside your comfort zone to disrupt everything you take for granted. He calls this willingness to take a risk the "Disruption Effect." In this inspiring book, he shows you how to realize your full potential by intentionally disrupting yourself, no matter what career path or life journey you choose. Using compelling stories from his own life, Todd vividly highlights the key lessons he has learned from both his successes and failures. He then demonstrates how you can apply these lessons to your own circumstances. A major learning experience in his life came in 2013, when he left an impressive career as a corporate executive and leadership expert to join the emerging marijuana industry. Though that single decision sent his life on a wild and disruptive journey, the experience taught him new skills as a leader along the way. Three years later he left the industry as a CEO, having succeeded at taking one brand to "Largest Brand" status and building the world's first social network for cannabis enthusiasts. He then created a government affairs consultancy focusing on disruptive yet collaborative solutions. The author shares other stories about situations in both his personal and business life that he found particularly challenging but that ultimately led to growth and successful outcomes. Complete with exercises to help you master

**important lessons and stay on track to reach your goals, this motivating book has everything you need to become the owner of your own fulfillment. The message is clear- You, as an individual, have the power to break your paradigm in order to move into a new phase of your life. By disrupting your own way of being in the world, you become free to explore new ways of living and thriving.**

**The Power of Little Ideas**

**Master Relentless Change and Speed Up Your Learning Curve**

**Disruptive Marketing**

**Play to Their Strengths and Lead Them Up the Learning Curve**

**Made From Scratch**

**The Legendary Success Story of Texas Roadhouse**

**25 Successful Habits for an Extremely Disruptive World : Book Review**

A Wall Street Journal bestseller Named one of 10 Best New Management Books for 2022 by Thinkers50 Creating a culture of learning and growth. Growth is the goal. Helping people develop their potential—enabling them to articulate and become the self they want to be, are capable of being, and that best serves them and others in the short and long term—is what we as individuals and leaders strive toward. But how do we grow? It turns out it happens in a predictable way, which means we can understand where we are in our growth and chart a way forward. In this compact, complete guide, Whitney Johnson dives more deeply than ever into the S Curve of Learning so that you can envision how growth happens and direct yourself and others in your organization to create a culture that fosters it. The growth and learning journey comes in three phases: the Launch Point, the Sweet Spot, and Mastery. Compelling examples of successful people will show you when and why growth is slow, how to keep going, what to do when growth and learning are almost too fast to keep up with, and how to leap from one growth journey to another. As individuals grow, so do organizations and societies. Growth is learning put into action—action that betters the world as we better ourselves and our small niches, both personal and professional, within it. Growth occurs when learning is internalized—when we try something new and invest the effort to move it from being something we do to something we are.

Citizens Against the State in Central Eastern Europe

Remarkable Things Happen When You Dare to Dream

Madam Speaker

Value as a Service

The Creative Power of Constructive Conflict

Disrupt Yourself, With a New Introduction

You, Disrupted