

Hatching Twitter A True Story Of Money Power Friendship And Betrayal

An insider's history of the online social network traces the collaborations and conflicts among its founders, the personalities that shaped its development, and the ways in which the site has become an integral part of contemporary culture.

A tale of Machiavellian plots and coups d'état. It's just all so gripping! Chris Evans, BBC Radio 2's THE ULTIMATE 21ST CENTURY BUSINESS STORY 2006. Twitter has become from the accidental side story of a failing internet start-up, to a global icon by 2013 had become an \$11.5bn business. But the full story of Twitter's hatching has never been told before. In his revelatory new book, New York Times journalist Nick Bilton tells the inside story of Twitter as it grew at breakneck speed, and inside the heads of the four hackers who created it: ambitious millionaire Evan Williams; tattooed maverick Jack Dorsey; joker and diplomat Biz Stone; and Noah Glass, the shy but energetic geek who invested his whole life in Twitter, only to be kicked out and expunged from the company's official history. Combining unprecedented access with exhaustive investigative reporting, and drawing on hundreds of sources, documents and internal emails, New York Times bestseller HATCHING TWITTER is a blistering drama of betrayed friendships and high-stakes power struggles. A business story like no other, it will shock, expose and inspire.

A NOTED JOURNALIST chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint, 30,000 first printing.

NEW YORK TIMES BESTSELLER. The unbelievable true story of the man who built a billion-dollar online drug empire from his bedroom—and almost got away with it! In 2011, a twenty-six-year-old libertarian programmer named Ross Ulbricht launched the ultimate free market: the Silk Road, a clandestine Web site hosted on the Dark Web where anyone could trade anything—drugs, hacking software, forged passports, counterfeit cash, poisons—free of the government's watchful eye. It wasn't long before the media got wind of the new Web site where anyone—not just teenagers and weed dealers but terrorists and black hat hackers—could buy and sell contraband detection-free. Spurred by a public outcry, the federal government launched an epic two-year manhunt for the site's elusive proprietor, with no leads, no witnesses, and no clear jurisdiction. All the investigators knew was that whoever was running the site called himself the Dread Pirate Roberts. The Silk Road quickly ballooned into \$1.2 billion enterprise, and Ross embraced his new role as kingpin. He enlisted a loyal crew of allies in high and low places, all as addicted to the danger and thrill of running an illegal marketplace as his customers were to the heroin they sold. Through his network of the target site's back and took drastic steps to protect himself—including ordering a hit on a former employee. As Ross made plans to disappear forever, the Feds raced against the clock to catch a man they weren't even existed, searching for a needle in the haystack of the global internet. Drawing on exclusive access to key players and two billion digital words and images Ross left behind, Vanity Fair correspondent and New York Times bestselling author Nick Bilton offers a tale filled with twists and turns, lucky breaks and unbelievable close calls. It's a story of the boy next door's ambition gone criminal, spurred on by the clash between the new world of libertarian-leaning, anonymous, decentralized Web advocates and the old world of government control, order, and the rule of law. Filled with unforgettable characters and capped by an astonishing climax, American Kingpin might be dismissed as too outrageous for fiction. But it's all too real.

Why Your World, Work, and Brain Are Being Creatively Disrupted

A True Story of Money, Power, Friendship and Betrayal

My Misadventure in the Start-Up Bubble

A Journey into the Heart of the Social Network

The Unsweteened Story of American Breakfast Cereal

Valley of Genius

The Epic Hunt for the Criminal Mastermind Behind the Silk Road

The Snapchat Story

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known for the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company, most notably, nimbler start-ups. In the Plex is the "most authoritative... and in many ways the most entertaining" (James Gleick, The New York Book Review) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, The Wall Street Journal).

A marketing director's story of working at a startup called Google in the early days of the tech boom: "Vivid insider stories... . Engrossing" (Ken Auletta). Douglas Edwards wasn't an engineer or a twentysomething fresh out of school when he received a job offer from a small but growing search engine company at the tail end of the 1990s. But founders Larry Page and Sergey Brin needed staff to develop the brand identity of their brainchild, and Edwards fit the bill with his journalistic background at the San Jose Mercury News, the newspaper of Silicon Valley. It was a change of pace for Edwards, to say the least, and put him in a unique position to interact with and observe the staff as Google began its rocket ride to the top. In entertaining, self-deprecating style, he tells his story of participating in this moment of business and technology history, giving readers a peek behind the curtain and into the workings of a nascent competitor at this phenomenal company. Edwards, Google's first director of public relations, describes the expansion of the company, Google's early marketing and brand management, the evolution of the famously nonhierarchical structure in which every employee finds a problem to tackle and works inclusively, the races to develop and implement each new feature, and the many ideas that never came to pass. "I'm Feeling Lucky reveals what it's like to be "indeed lucky, sort of an accidental millionaire, a reluctant bystander in a sea of computer geniuses who changed the world. This is a rare look at what happened inside the building of the most important company of our time" (Beth Godin, author of Linchpin) "An affectionate, comprehensively readable recounting of the early years (1999-2005) of Google... . This lively, thoughtful business memoir is more entertaining than it really has any right to be, and should be required reading for startup aficionados."—Publishers Weekly, starred review "Edwards recounts Google's stumbles and rise with verve and humor and a generosity of spirit. He kept me turning the pages of this engrossing tale."—Ken Auletta, author of Greed and Glory on Wall Street "Funny, revealing, and instructive, with an insider's perspective I hadn't seen anywhere before. I thought I had followed the Google story closely, but I realized how much I'd missed after reading—and enjoying—this book."—James Fallows, author of China Airborne

Conflict between England and France was a fact of life for centuries, but few realize that its origins date from the time of the Vikings, when a Norse chieftain named Rollo established himself and his progeny in Normandy. In this compelling and entertaining history, Mary McAuliffe takes the reader back to those dark and turbulent times when Rollo's descendants, the dukes of Normandy, asserted their dominance over the weak French monarchy—a dominance that became especially threatening after Duke William conquered England in 1066, giving him a royal crown. Despite this crown, William the Conqueror and his royal successors remained dukes of Normandy, with feudal obligations to their overlord, the king of France. This naturally fostered an ongoing hostility between the French and English crowns that, as McAuliffe convincingly shows, became a major driving force behind the English monarchs' growth. Conflict erupted regularly over the years, and Eleanor of Aquitaine's desertion of one camp for the other only added fuel to the long-simmering feud. McAuliffe takes the reader back to this dramatic era, providing the fascinating background and context for this "clash of crowns." She offers colorful insights into Richard Lionheart and Eleanor of Aquitaine as well as lesser-known French and English monarchs, especially Philip II of France. Philip proved a determined opponent of Richard Lionheart, and their cutthroat rivalry not only created fatal divisions within the Third Crusade but also culminated in an incendiary faceoff at Richard's newly built Château-Gaillard, the seemingly impregnable gateway to empire. The outcome would shape the course of English and French history throughout the centuries that followed.

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of lad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession—until one Friday morning when he received a phone call: "Pool. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." "What could go wrong?" HubSpotters were true believers: They were making the world a better place... by selling email spam. The office vibe was frat house meets cult compound. The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went to "Google" meetings, "and Dan's absence boss sent cryptic emails about employees who had "graduated" (read: been fired), in the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

The Third Door

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

The Uncensored History of Silicon Valley (As Told by the Hackers, Founders, and Freaks Who Made It Boom)

William the Conqueror, Richard Lionheart, and Eleanor of Aquitaine—A Story of Bloodshed, Betrayal, and Revenge

Netflix

Losing the Signal

We Are the Nerds

"The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses the world has ever seen." —San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work—we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it has disrupted media in the past, and where it's taking us in the future.

From veteran online journalist and BuzzFeed writer Dorée Shafir comes a hilarious debut novel that proves there are some dilemmas that no app can solve. "A biting and astute debut novel [with] many delights." —Lara Vappnar, New York Times Book Review Recommended as a book to read this month by BuzzFeed, Bustle, Entertainment Weekly, Fast Company, Nylon, Town & Country and Lit Hub One of the most anticipated books of 2017—Vulture, BuzzFeed, The Millions, Nylon, PopSugar and Book Riot's "All the Books" Podcast Mack McAllister has a \$600 million dollar idea. His mindfulness app, TakeOff, is already the hottest thing in tech and he's about to launch a new and improved version that promises to bring investors running and may turn his brainchild into a \$1 billion dollar business—in startup parlance, an elusive unicorn. Katya Pasternack is hungry for a scoop that will drive traffic. An ambitious young journalist at a gossipy tech blog, Katya knows that she needs more than another PR friendly puff piece to make her go-to byline for industry news. Sabrina Choe Blum just wants to stay afloat. The exhausted mother of two and failed creative writer is trying to escape from her credit card debt and an inattentive husband—who also happens to be Katya's boss—as she rejoins a work force that has gotten younger, hipper, and all much more computer literate since she's been away. Before the ink on Mack's latest round of funding is dry, an errant text message hints that he may be working a bit too closely for comfort with a young social media manager in his office. When Mack's bad behavior collides with Katya's, Sabrina gets caught in the middle as TakeOff goes viral for all the wrong reasons. As the fallout from Mack's scandal engulfs the lower Manhattan office building where all three work, it's up to Katya and Sabrina to write the story that will save their lives.

With a cast of characters that wouldn't be out of place in a Victorian novel, Chocolate Wars tells the story of the great chocolatier dynasties, through the prism of the Cadburys. Chocolate was consumed unrefined and unprocessed as a rather bitter, fatty drink for the wealthy elite until the late 19th century, when the Swiss discovered a way to blend it with milk and unleashed a product that would conquer every market in the world. Thereafter, one of the great global business rivalries unfolded as each chocolate maker attempted to dominate its domestic market and innovate new recipes for chocolate that would set it apart from its rivals. The contest was full of dramatic contradictions: The Cadburys were austere Quakers who found themselves making millions from an indulgent product; Kitty Hershey could hardly have been more flamboyant yet her husband was moved by the Cadburys tradition of philanthropy. Each was a product of their unique time and place yet they shared one thing: they want to make the best chocolate in the world.

****Over a half-million sold! The sequel, The Unicorn Project, is coming Nov 26*** "Every person involved in a failed IT project should be forced to read this book."—TIM O'REILLY, Founder & CEO of O'Reilly Media "The Phoenix Project is a must read for business and IT executives who are struggling with the growing complexity of IT."—JIM WHITEHURST, President and CEO, Red Hat, Inc. Five years after this sleeper hit took on the world of IT and flipped it on its head, the 5th Anniversary Edition of The Phoenix Project continues to guide IT in the DevOps revolution. In this newly updated and expanded edition of the bestselling The Phoenix Project, co-author Gene Kim includes a new afterword and a deeper delve into the Three Ways as described in The DevOps Handbook. Bill, an IT manager at Parts Unlimited, had been tasked with taking on a project critical to the future of the business, code named Phoenix Project. But the project is massively over budget and behind schedule. The CEO demands Bill must fix the mess in ninety days or else Bill's entire department will be outsourced. With the help of a prospective board member and his mysterious philosophy of The Three Ways, Bill starts to see that IT work has more in common with a manufacturing plant than he ever imagined. With the clock ticking, Bill must organize work flow streamline interdepartmental communications, and effectively serve the other business functions at Parts Unlimited. In a fast-paced and entertaining style, three luminaries of the DevOps movement deliver a story that anyone who works in IT will recognize. Readers will not only learn how to improve their own IT organizations, they'll never view IT the same way again. "This book is a gripping read that captures brilliantly the dilemmas that face companies which depend on IT, and offers real-world solutions."—JEZ HUMBLE, Co-author of Continuous Delivery, Lean Enterprise, Accelerate, and The DevOps Handbook ——— "I'm delighted at how The Phoenix Project has reshaped so many conversations in technology. My goal in writing The Unicorn Project was to explore and reveal the necessary but invisible structures required to make developers (and all engineers) productive, and reveal the devastating effects of technical debt and complexity. I hope this book can create common ground for technology and business leaders to leave the past behind, and co-create a better future together."—Gene Kim, November 2019*

The Confessions of Google Employee Number 59

Googled!

How to Turn Down a Billion Dollars

Inside Coca-Cola

The Facebook Effect

Wild Ride

Twitter

Clash of Crowns

Named a Best Book of 2018 by the Financial Times and Fortune, this "thrilling" (Bill Gates) New York Times bestseller exposes how a "modern Gatsby" swindled over \$5 billion with the aid of Goldman Sachs in "the heist of the century" (Axios). Now a #1 international bestseller, BILLION DOLLAR WHALE is "an epic tale of white-collar crime on a global scale" (Publishers Weekly, starred review), revealing how a young social climber from Malaysia pulled off one of the biggest heists in history. In 2009, a chubby, mid-mannered graduate of the University of Pennsylvania's Wharton School of Business named Jho Low set in motion a fraud of unprecedented gall and magnitude—one that would come to symbolize the next great threat to the global financial system. Over a decade, Low, with the aid of Goldman Sachs and others, siphoned billions of dollars from an investment fund—right under the nose of global financial industry watchdogs. Low used the money to finance elections, purchase luxury real estate, throw champagne-drenched parties, and even to finance Hollywood films like The Wolf of Wall Street. By early 2019, with his yacht and private jet reportedly seized by authorities and facing criminal charges in Malaysia and in the United States, Low had become an international fugitive, even as the U.S. Department of Justice continued its investigation. BILLION DOLLAR WHALE has joined the ranks of Liar's Poker, Den of Thieves, and Bad Blood as a classic harrowing parable of hubris and greed in the financial world.

Hatching TwitterA True Story of Money, Power, Friendship, and BetrayalPenguin

Now it has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion. Yet long-term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary—he was named Business Person of the Year in 2010 by Fortune—even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

"In the grand tradition of Ben Mezrich's The Accidental Billionaires (2009)... an engaging look into a fascinating subculture of millions." —Booklist "Breezy...How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." —Wall Street Journal The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In How to Turn Down a Billion Dollars, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had taken of his friends would prefer remain untaken to the veteran online journalist Dorée Shafir. Starting is a sharp, hugely entertaining story of youth, ambition, love, money and technology's inability to hack human nature. Billy Spiegel and Bobby Murphy are the frat boy and the fraternity brother of the company's founding trio, Gallagher has hashed Snapchat from the start. He brings unique access to a company Bloomberg Business called "a cipher in the Silicon Valley technology community." Gallagher offers insights into challenger Snapchat faces as it transitions from a playful app to one of the tech industry's preeminent public companies. In the tradition of great business narratives, How to Turn Down a Billion Dollars offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

A Novel

How Google Thinks, Works, and Shapes Our Lives

A True Story of Power, Sex, and a Billionaire's Secret Plot to Destroy a Media Empire

A U.S. Navy SEAL's True Story of Friendship, Heroism, and the Ultimate Sacrifice

Facebook

The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

I'm Feeling Lucky

Startup

"This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of The Nudist on the Lid Shift and Nurtureshock A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly—and as aggressively—as the entity we now know as Silicon Valley. Built with a seemingly permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, success led by part luck, part timing, and part ambition. And part pure, unbridled genius... Drawing on over two hundred in-depth interviews, Valley of Genius takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

A chilling exposé of corporate corruption and government cover-ups, this account of a nationwide child-trafficking and pedophilia ring in the United States tells a sordid tale of corruption in high places. The scandal originally surfaced during an investigation into Omaha, Nebraska's failed Franklin Federal Credit Union and took the author beyond the Midwest and ultimately to Washington, DC. Implicating businessmen, senators, major media corporations, the CIA, and even the venerable Boys Town organization, this extensively researched report includes firsthand interviews with key witnesses and explores a controversy that has received scant media attention.

New SEAL sniper and New York Times bestselling author Brandon Webb's personal account of eight of his friends and fellow SEALs who made the ultimate sacrifice. "Knowing these great men—who they were, how they lived, and what they stood for—has changed my life. We can't let them be forgotten. We've mourned their deaths. Let's celebrate their lives."—Brandon Webb As a New SEAL, Brandon Webb rose to the top of the world's most elite sniper corps, experiencing years of punishing training and combat missions from the Persian Gulf to Afghanistan. Along the way, Webb served beside, trained, and supported men he came to know not just as fellow warriors, but as friends and, eventually, as heroes. This is his personal account of eight extraordinary SEALs who died all for their comrades and their country with remarkable valor and abiding humanity. Matt "Ace" Axelson, who perished on Afghanistan's Lone Survivor mission; Chris Campbell, Heath Robinson, and JT "Jumelson," who were among the casualties of Extortion 17; Glen Doherty, Webb's best friend, killed while helping secure the successful rescue and extraction of American CIA and State Department diplomats in Benghazi; and other close friends, classmates, and fellow warriors. These are men who left behind powerfully instructive examples of what it means to be alive—and what it truly means to be a hero. INCLUDES PHOTOGRAPHS

Uncovering the story of American breakfast culture, a combined history and expose reveals the millionaires who turned the breakfast table into a commercial battleground, beginning with John Harvey Kellogg and C.W. Post

American Kingpin

Cerealizing America

The Everything Store

The Boy Kings

Among Heroes

The Inside Story of the Company That Is Connecting the World

Things a Little Bird Told Me

Franklin Scandal

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

The dramatic, unlikely story behind the founding of Twitter. By New York Times bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events. "Probable the most successful company to be founded in the past decade," but few people know the history that reads like a novel. Hatching Twitter tells the story of Twitter's early exponential growth, following the four hackers—Evan Williams, Jack Dorsey, Biz Stone, and Noah Glass—who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, ventures cap and Silicon Valley culture.

Biz Stone, the co-founder of Twitter, discusses the power of creativity and how to harness it, through stories from his remarkable life and career. THINGS A LITTLE BIRD TOLD ME FROM GO'S "Nerd of the Year" to one of Time's most influential people in the world, Biz Stone represents different things to different people. But he is known to all as the creative, effervescent, funny, charmingly positive and remarkably savvy co-founder of Twitter: the social media platform that singlehandedly changed the way the world works. Now, Biz tells fascinating, pivotal, and personal stories from his early life and his career at Google and Twitter, sharing his knowledge about the nature and importance of ingenuity today. In Biz's world, -Opportunity can be manufactured -THINGS A LITTLE BIRD TOLD ME offers a linear way of thinking -Creativity never runs out -Asking questions is free -Empathy is key to personal and global success In this book, Biz also addresses failure, the value of vulnerability, ambition, and corporate culture. Whether seeking behind-the-scenes stories, advice, or wisdom and principles from one of the most successful businessmen of the new century, GREAT WORKS FROM ABANDON ME will give you every reader.

An NPR Book Concierge Best Book of 2018! A Sunday Times of London Pick of the Paperbacks A stunning story about how power works in the modern age --the book the New York Times called "one helluva page-turner" and The Sunday Times of London celebrated as "riveting, an astonishing modern media conspiracy that is a fantastic read." Pick up the book everyone is talking about. In 2007, a short blogpost on Valleyway, the Silicon Valley-vertical of Gawker Media, ousted PayPal founder and billionaire investor Peter Thiel as gay. Thiel's sexuality had been known to close friends and family, but he didn't consider himself a public figure, and believed the information was private. This post would be the casus belli for a meticulously plotted conspiracy that would end nearly a decade later with a \$140 million dollar judgment against Gawker, its bankruptcy and with Nick Denton, Gawker's CEO and founder, out of a job. Only later would the world learn that Gawker's demise was not incidental--it had been masterminded by Thiel. For years, Thiel had searched endlessly for a solution to what he'd come to call the "Gawker Problem." When an unmarked envelope delivered an illegally recorded sex tape of Hogan with his best friend's wife, Gawker had seen the chance for millions of pageviews and to say the things that others were afraid to say. Thiel saw the opportunity he was looking for. He would come to pit Hogan against Gawker in a multi-year proxy war through the Florida legal system, while Gawker remained confidently convinced they would pay. He had over 50 million other lawsuits--until it was too late. The verdict would stun the world and so would Peter's ultimate unmasking as the man who had set it all in motion. Why had he done this? How had no one discovered it? What would this mean--for the First Amendment? For privacy? For culture? In Holiday's masterful telling of this nearly unbelievable conspiracy, informed by interviews with all the key players, this cast transcends the near century of how one billionaire took down a media empire or the current state of the free press. It's a study in power, strategy, and one of the most wildly ambitious--and successful--secret plots in recent memory. Some will cheer Gawker's destruction and others will lament it, but after reading these pages--and seeing the access the author was given to every reader.

Confessions of the Creative Mind

Two Dozen Programmers, Three Years, 4.732 Bugs, and One Quest for Transcendent Software

Billion Dollar Whale

A True Story of Money, Power, Friendship, and Betrayal

Jeff Bezos and the Age of Amazon

The Jack Dorsey Way

Chocolate Wars

The Wild Quest to Uncover How the World's Most Successful People Launched Their Careers

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

From idea generation to team building to knowing when it's time to let go, that Will Never Works is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time. In 2009, BlackBerry co-founder Mike Berry considered the market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only one brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalist, Jacque McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

One of the Best Technology Books of 2020—Financial Times -Levy's all-access Facebook reflects the reputational swan dive of its subject... . The result is evenhanded and devastating."—San Francisco Chronicle -"Levy's evenhanded conclusions are still damning."—Reason "[He] doesn't shy from asking the tough questions."—The Washington Post "Reminds you the HBO show Silicon Valley did not have to reach far for its satire."—NPR.org The definitive history, packed with untold stories, of one of America's most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing "fake news" accounts, the handling of its users' personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy's sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In Dogfight, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outside personalities like Steve Jobs, Apple's now-honored CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. Dogfight reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

The End of the World As We Know It

Disrupted

A Story of Powerbrokers, Child Abuse & Betrayal

A Novel about IT, DevOps, and Helping Your Business Win

The 150-Year Rivalry Between the World's Greatest Chocolate Makers

The Mythology of Money, the Story of Power

Greater Health, More Energy, A Longer Life: What the Founder of Twitter Has Discovered, And How It Can Work For You

The Inside Story

"For more than three decades, Ben & Jerry's has been committed to an insanely ambitious three-part mission: not just making the world's best ice cream but also supporting progressive causes and sharing its success with all stakeholders—employees, suppliers, distributors, customers, cows, everybody. Living up to these beliefs is fun when you're doing it right, and it creates amazingly loyal customers, but it isn't easy. This is the first book to tell the full, inside story of the inspiring rise, tragic mistakes, devastating fall, determined recovery, and ongoing renewal of one of the most iconic mission-driven companies in the world. No previous book has focused so intently on the challenges presented by staying true to the mission as the business grew. No other book has explained how the company came to be sold to Unilever, one of the world's biggest corporations. And none has described the unprecedented contract Ben & Jerry's negotiated with Unilever to preserve the three-part mission or the complex working relationship that has allowed the company to pursue that mission on a much larger scale. Brad Edmondson tells the story with a journalist's eye for details, dramatic moments, and memorable characters. Among the dozens of key figures Edmondson interviewed, his most important source was Jeff Furman, who helped Ben and Jerry write their first business plan in 1978 and has stayed involved ever since, serving as chairman of the board since 2010. It's a funny, sad, surprising, and ultimately hopeful story."—Publishers' description.

The sometimes surprising, often humorous story of the forces that came together to shape the central role Twitter now plays in contemporary politics and culture Is Twitter a platform for social and conversation, a platform for public broadcasting, or a network for discussion? Digital platforms have become influential in every sphere of communication, from the intimate and everyday to the public, professional, and political. Since the scrappy startup days of social media in the mid-2000s, not only has the worldwide importance of platforms grown exponentially, but also their cultures have shifted dramatically, in a variety of directions. These changes have brought new opportunities for progressive communities to thrive online, as well as widespread problems with commercial exploitation, disinformation, and hate speech. Twitter's growth over the past decade, like that of much social media, has far surpassed its creators' vision. Twitter charts this trajectory in the format of a platform biography: a new, streamlined approach to understanding how platforms change over time. Through often surprising, fast-moving story of Twitter, it illuminates the multiple forces—from politics and business to digital ideologies—that came together to shape the evolution of this revolutionary platform. Jean Burgess and Nancy K. Baym build a rich narrative of how Twitter has evolved as a technology, a company, and a culture, from its origins as a personal messaging service to its transformation into one of the most globally influential social media platforms, where history and culture is not only recorded but written in real time.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone

A Biography

The Birth of Netflix and the Amazing Life of an Idea

I Live in the Future & Here's How It Works

The Birth and Tumultuous Life of Reddit, the Internet's Culture Laboratory

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets (Russia, Eastern Europe, Philippines and Africa), championed Muktar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsworthy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

Named a Best Book of 2018 by Fast Company, this is a "sharply written and brilliantly reported" (Shelf Awareness) look inside Reddit, the wildly popular, often misunderstood website that has changed the culture of the Internet. Reddit hails itself as "the front page of the Internet." It's the third most-visited website in the United States -- and yet, millions of Americans have no idea what it is. We Are the Nerds is an engrossing look deep inside this captivating, maddening enterprise, whose army of obsessed users have been credited with everything from solving cold case crimes and spurring tens of millions of dollars in charitable donations to seeding alt-right fury and landing Donald Trump in the White House. We Are the Nerds is a gripping start-up narrative: the story of how Reddit's founders, Steve Huffman and Alexis Ohanian, rose up from their suburban childhoods to become millionaires and create an icon of the digital age -- before seeing the site engulfed in controversies and nearly losing control of it for good. Based on Christine Lagorio-Chafkin's exclusive access to founders Ohanian and Huffman, We Are the Nerds is also a compelling exploration of the way we all communicate today -- and how we got here. Reddit and its users have become a mirror of the Internet: it has dingy corners, shiny memes, malicious trolls, and a sometimes heart-melting ability to connect people across cultures, oceans, and ideological divides.

This book takes us for the first time into the heart of the fast-growing information empire of Facebook, inviting us to high-level meetings with Mark Zuckerberg; lifting the veil on long nights of relentless hacking and trolling; taking us behind the scenes of raucous company parties; and introducing us to the personalities, values, and secret ambitions of the floppy-haired boy wonders who are redefining the way we live, love, and work. By revealing here what is really driving both the business and the culture of the social network, the author answers the biggest question of all: What kind of world is Facebook trying to build, and is it the world we want to live in?

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

Hatching Twitter

The Man Who Fooled Wall Street, Hollywood, and the World

A CEO's Life Story of Building the World's Most Popular Brand

Thomas Hobbes: Radical in the Service of Revolution

The Upstarts

The Lost Science of Money

Dreaming in Code

FORBES #1 CAREER BOOK TO READ IN 2018 The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers. The Third Door takes readers on an unprecedented adventure—from hacking Warren Buffett's shareholders meeting to chasing Larry King through a grocery store to celebrating in a nightclub with Lady Gaga—as Alex Banayan travels from icon to icon, decoding their success. After remarkable one-on-one interviews with Bill Gates, Maya Angelou, Steve Wozniak, Jane Goodall, Larry King, Jessica Alba, Pitbull, Tim Ferriss, Quincy Jones, and many more, Alex discovered the one key they have in common: they all took the Third Door. Life, business, success... it's just like a nightclub. There are always three ways in. There's the First Door: the main entrance, where ninety-nine percent of people wait in line, hoping to get in. The Second Door: the VIP entrance, where the billionaires and celebrities slip through. But what no one tells you is that there is always, always... the Third Door. It's the entrance where you have to jump out of line, run down the alley, bang on the door a hundred times, climb over the dumpster, crack open the window, sneak through the kitchen—there's always a way in. Whether it's how Bill Gates sold his first piece of software or how Steven Spielberg became the youngest studio director in Hollywood history, they all took the Third Door.

Jack Dorsey is a billionaire innovator, a rule breaker, and a dynamo of creative energy and physical health. He has a unique regimen that helps him achieve and maintain top performance—physically, mentally, and spiritually. What does Jack Dorsey do? And how can his approaches work for you? In this smart, specific, and practical guide, you'll learn what Jack Dorsey does, why it works, and how you can use his innovative tactics in your own life—even if you're not a billionaire. You'll learn about topics such as: ? Meditating twice a day ? Walking to work ? High-intensity interval training (HIIT) ? Saunas and ice baths (including starting the day with an ice-cold bath) ? Standing desks and near-infrared rays ? Eating one meal per day ? Daily supplements ? Weekend fasts ? Sleep monitoring ? Journaling You'll learn a powerful approach to mindfulness—paying attention to what you do, what you eat, and how you treat yourself, the people around you, and the world you live in. This is an approach that has changed Jack Dorsey's life for the better...and it can do the same for you.

Ice Cream Social

Inside Uber's Quest for World Domination

Dogfight: How Apple and Google Went to War and Started a Revolution

The Epic Battle for America's Eyeballs