

Nail It Then Scale

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

You probably created your business because you wanted to solve real-world problems, and in the process achieve wealth and freedom. However, running your own show is often tougher than expected - you find yourself hustling with pure grit, making mistake after mistake, until you are frustrated and burnt out, especially if you are trying to scale up the company. If this sounds like where you are now, then this book is for you. Dive in and learn from the author's own experience of how he scaled up his own company, achieved success and wealth, and broke free from the everyday grind. His methodology - the 5E Scale Engine - consists of practical steps that you can immediately take action on to systematically scale up your business and get to 7 figures and beyond, consistently and comfortably. Immerse yourself in the 5E Scale Engine and discover: - What entrepreneurs need to focus on in order to scale up properly; - How to incorporate systems that free up your time and cut down your effort; - What sequence to do things in so that you don't waste time spinning your wheels; - How to recruit and retain A-star players on your team; - How to feel happy and in control of your business.

THE HOW-TO GUIDE FOR INNOVATORS TO IMPROVE THEIR IDEAS AND SUCCESSFULLY LAUNCH THEM THROUGH THE POWER OF NARRATIVE In a world that's been turned upside down by a pandemic, social upheavals, environmental disasters, and economic disruptions, the need for reinvention is paramount. While many entrepreneurs and innovators have brilliant ideas, they desperately need the skills to successfully articulate their vision to investors, prospective customers, employees, and stakeholders. In this informative and empowering book, David Riemer breaks down the storytelling clutter so you can gain the attention you need to be successful. Storytelling is foundational. If you have a groundbreaking invention in mind or have a plan to solve worldwide problems, Get Your Startup Story Straight is the tool you need to create better customer-focused solutions, motivate more backers to your project, and ultimately dominate in the market. Broken down into three acts, this book will allow you to discover the building blocks of your narrative, the storytelling techniques to convey your ideas clearly, and the archetypes for inspiration. Equipped with a better understanding of your narrative, you will be able to: - Maintain a constant focus on your customer (your protagonist) - Understand what makes them tick in a more meaningful way - And focus the product development efforts through the lens of this narrative The author's own words tell it all: "Innovators are ubiquitous nowadays, and for this community, storytelling is essential." If you are a creator struggling to get others on board, this is the handbook to refine your story to guide your product strategy, shape your company, and ultimately improve lives.

Automate and Grow

The Ultimate Sales Playbook for Startups

Atomic Habits

The Murders in the Rue Morgue

Sell More Faster

Roll of Thunder, Hear My Cry

Funded

Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the "right things," but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail. From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate.

Get acquainted with a northern soul . . . Jimmy Nail has been a household name since Auf Wiedersehen, Pet hit our screens in the 1980s. Since then, his career as an actor and a musician has put him on the silver screen alongside Madonna and given him a No. 1 hit single. Success on this astonishing scale was beyond the wildest dreams of the working class lad whose harsh childhood and brutal schooling put him on a collision course with Strangeways. But a

short spell in prison helped propel Nail onwards and upwards. With the support of his friends and family, it wasn't long before Jimmy's unique talents and single-minded determination brought him attention of a different kind - and changed his life for ever. In *A Northern Soul*, Jimmy Nail tells his own vivid story in this intriguing, inspiring and sometimes confounding account of how one man rose to fame and fortune by refusing to be anything but himself. Funny because it's true. From the creator of the viral sensation "10 Tricks to Appear Smart in Meetings" comes the must-have book you never knew you needed, *100 Tricks to Appear Smart in Meetings*. In it, you will learn how to appear smart in less than half the time it takes to actually learn anything. You know those subtle tricks your coworkers are all guilty of? The constant nodding, pretend concentration, useless rhetorical questions? These tricks make them seem like they know what they 're doing when in fact they have no clue. This behavior is so ingrained, so subtle, and so often mistaken for true intelligence that identifying it, calling it out, or compiling it into an exhaustive digest has never been attempted. Until now. Complete with illustrated tips, examples, and scenarios, *100 Tricks* gives you actionable ways to use words like "actionable," in order to sound smart. Every type of meeting is covered, from general meetings where you stopped paying attention almost immediately, to one-on-one meetings you zoned out on, to impromptu meetings you were painfully subjected to at the last minute. It 's all here. Open this book to any page and find an easy-to-digest trick with an even easier-to-digest illustration, guiding you on: how to nail the big meeting by pacing and nodding most effective ways to listen to your coworkers while still completely ignoring them the key to making your presentations "interactive." If you hadn 't noticed these behaviors before, you will see them now—from your colleagues, your managers, and soon yourself. Each trick is a mirror to the reality of what happens in meetings, told in the form of hilariously bad advice—advice that you might just want to take. But probably not. But maybe. Over 100 projects demonstrate composition of objects, how substances are affected by various forms of energy — heat, light, sound, electricity, etc. Over 100 illustrations.

If Burgoyne Had Won at Saratoga

Cell Biology by the Numbers

The Entrepreneur's Guide to Raising Your First Round

The Founder's Mentality

Know When to Quit Your Day Job

Startup Opportunities

The Missing Manual

WINNER OF THE 2011 NOBEL PEACE PRIZE In a time of death and terror, Leymah Gbowee brought Liberia's women together—and together they led a nation to peace. As a young woman, Leymah Gbowee was broken by the Liberian civil war, a brutal conflict that tore apart her life and

claimed the lives of countless relatives and friends. Years of fighting destroyed her country—and shattered Gbowee's girlhood hopes and dreams. As a young mother trapped in a nightmare of domestic abuse, she found the courage to turn her bitterness into action, propelled by her realization that it is women who suffer most during conflicts—and that the power of women working together can create an unstoppable force. In 2003, the passionate and charismatic Gbowee helped organize and then led the Liberian Mass Action for Peace, a coalition of Christian and Muslim women who sat in public protest, confronting Liberia's ruthless president and rebel warlords, and even held a sex strike. With an army of women, Gbowee helped lead her nation to peace—in the process emerging as an international leader who changed history. Mighty Be Our Powers is the gripping chronicle of a journey from hopelessness to empowerment that will touch all who dream of a better world.

An Instant New York Times Bestseller! A BuzzFeed Best Young Adult Book of 2020 Perfect for fans of The Last Magician and Serpent & Dove, this heart-stopping debut is an imaginative Romeo and Juliet retelling set in 1920s Shanghai, with rival gangs and a monster in the depths of the Huangpu River. The year is 1926, and Shanghai hums to the tune of debauchery. A blood feud between two gangs runs the streets red, leaving the city helpless in the grip of chaos. At the heart of it all is eighteen-year-old Juliette Cai, a former flapper who has returned to assume her role as the proud heir of the Scarlet Gang—a network of criminals far above the law. Their only rivals in power are the White Flowers, who have fought the Scarlets for generations. And behind every move is their heir, Roma Montagov, Juliette's first love...and first betrayal. But when gangsters on both sides show signs of instability culminating in clawing their own throats out, the people start to whisper. Of a contagion, a madness. Of a monster in the shadows. As the deaths stack up, Juliette and Roma must set their guns—and grudges—aside and work together, for if they can't stop this mayhem, then there will be no city left for either to rule.

Winner of the 800-CEO-READS Best Marketing Book of 2015 Why do some companies create such strong affection for their brands that their customers are compelled to become active brand champions? Is there a secret? The Compass and the Nail presents an unconventional perspective of how particular organizations create rabid fan bases, in turn making them more successful and more profitable. Written by Patagonia's former lead strategist for consumer marketing, and advisor to such iconic brands as Seventh Generation and Burton Snowboards, Craig Wilson outlines game-changing insights for providers of any product or service who desire fiercely

loyal behavior. Wilson's narrative is one of cultural empathy and thought disruption critical to the new global economy. It is a practical model that defines how companies, governments, and institutions relate to their end users. By illuminating the phenomenon of "following," and how it can be methodically applied to a larger context, this book demonstrates how those relationships can be refashioned to optimize human interactive experience. It challenges us to use our economic powers for good to design the new Responsible Economy in an effort to save the planet. If companies realize consumers "don't buy what you do, they buy why you do it," Wilson shows us how.

Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale and champion your products and services across the organization. It turns out that's the last person you need. Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research—based on data from thousands of B2B marketers, sellers, and buyers around the world—the highest-performing teams focus their time on potential customers who are far more skeptical, far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be? The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is. It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers. The *Challenger Customer* unveils research-based tools that will help you distinguish the "Talkers" from the

"Mobilizers" in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively challenge their own organization.

Selling to the Hidden Influencer Who Can Multiply Your Results

Super Scaling

Get Your Startup Story Straight

An Action Plan for Solving Our Climate Crisis Now

A Guide to F-scale Damage Assessment

Gulliver's Travels

Leading Transformation

Running a small business can be daunting to the contractor whose expertise is in building -- not finance or law. This book helps to demystify the day-to-day challenges that contractors face. Running a Successful Construction Company is acknowledged as the leading book in its field.

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion -as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

#1 NEW YORK TIMES BESTSELLER • "This book delivers completely new and refreshing ideas on how to create value in the world."—Mark Zuckerberg, CEO of Meta "Peter Thiel has built multiple breakthrough companies, and Zero to One shows how."—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved

rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

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.

The Small Changes That Change Everything

The Autobiography

Physics Experiments for Children

The Sting of the Wild

How to Nail Product Positioning So Customers Get It, Buy It, Love It

Surprising Truths from the World's Most Successful Entrepreneurs

Nail it Then Scale it

You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

A science-backed guide for navigating and thriving through uncertainty—based on interviews and insights from world-renowned leaders, innovators, entrepreneurs, artists, and creatives. Whether you're searching for courage to start a new project, change careers, launch a business, develop an idea, or reinvent yourself after a disappointment or life change, you will face uncertainty—that ambiguous and uncomfortable state that often makes us feel confused, anxious, and afraid to act. Though these moments are difficult, they offer opportunities for personal growth, innovation, and creativity. In *The Upside of Uncertainty*, INSEAD professor Nathan Furr and entrepreneur Susannah Harmon Furr provide a sweeping guide to embracing uncertainty and transforming it into a force for good. Drawing from hundreds of interviews, along with pioneering research in psychology, innovation, and behavioral economics, Nathan and Susannah provide dozens of tools—including mental models, techniques, and reflections—for seeing the upside of uncertainty, developing a vision for what to do next, and opening ourselves up to new possibilities. In our fast-paced, ever-changing world, uncertainty is on the rise. We face it every day. But few of us have been taught the techniques to navigate it well. *The Upside of Uncertainty* provides the inspiration, tools, and strategies you need to thrive through the inevitable plot twists in your life and career.

From Amos Schwartzfarb, serial entrepreneur and veteran Managing Director of Techstars Austin comes the elemental, essential, and effective strategy that will help any startup identify, build, and grow their customers from day 1. Most startups fail because they can't grow revenue early or quickly enough. Startup CEOs will tell you their early missteps can be attributed to not finding their product market fit early enough, or at all. Founders overspend time and money trying to find product-market fit and make false starts, follow the wrong signals, and struggle to generate enough revenue to scale and raise funding. And all the while they never really knew who their customers were, what product they really needed, and why they needed it. But it doesn't have to be this way, and founders don't need to face it alone. Through expert guidance and experienced mentorship, every startup can avoid these pitfalls. The ultimate guide for building and scaling any startup sales organization, *Sell More Faster* shares the proven systems,

methods, and lessons from Managing Director of Techstars Austin and sales expert Amos Schwartzfarb. Hear from founders of multi-million-dollar companies and CEOs who learned firsthand with Techstars, the leading mentorship-driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies, collectively representing billions of dollars in funding and market cap. Schwartzfarb, and the Techstars Worldwide Network of more than 10,000 mentors do one thing better than anyone: help startup entrepreneurs succeed. They know how to sell, how to hire people who know how to sell, and how to use sales to gain venture funding—and now you can, too. *Sell More Faster* delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds. This valuable resource delivers: A comprehensive playbook to identify product market direction and product market fit Expert advice on building a diverse sales team and how to identify, recruit, and train the kinds of team members you need Models and best practices for sales funnels, pricing, compensation, and scaling A roadmap to create a repeatable and measurable path to find product-market fit Aggregated knowledge from Techstars leaders and industry experts *Sell More Faster* is an indispensable guide for entrepreneurs seeking product-market fit, building their sales team, developing a growth strategy, and chasing accelerated, sustained selling success.

New Tools to Overcome the Human Barriers to Change Leaders know that their job is to transform their organizations to keep pace with technology and an ever-changing business environment. They also know that they are bound to fail in doing so. But this discouraging prospect is not because they won't be able to solve a technological or strategic problem. Leaders will fail because of intractable human responses associated with change--responses such as fear, ingrained habits, politics, incrementalism, and lack of imagination. These stumbling blocks always arise when we humans are faced with change, but what if we had a way to transcend them? This book reveals a radical new method for doing just that. Written by the executive who designed and implemented it, the neuroscientist who helped make it work, and the academic who explains why it works and how to do it, *Leading Transformation* introduces an innovative yet proven process for

creating breakthrough change. Divided into three steps--envisioning the possible, breaking down resistance, and prototyping the future--this process uses cutting-edge tools such as science fiction, cartoons, rap music, artifact trails, and neuroprototypes to overcome people's inability to imagine or react to what doesn't yet exist, override powerful habits and routines that prevent them from changing, and create compelling narratives about the organization's future and how to get there. Showing how these tools have been used successfully by companies such as Lowe's, Walmart, Pepsi, IKEA, Google, Microsoft, and others, the process revealed in this book gives leaders the means to transcend the human barriers that block change and lead their organizations confidently into the future.

The Final Nail

Masters of Scale

How to Overcome the Predictable Crises of Growth

Grit

The Lean Startup

For Want of a Nail

The Lightning-Fast Path to Building Massively Valuable Companies

There are hidden laws at work in every aspect of your business. Understand them, and you can create extraordinary growth. Ignore them, and you run the risk of becoming another statistic. It's become almost cliché: 8 out of every 10 new ventures fail. Of the ones that succeed, how many truly thrive-for the long run? And of those that thrive, how many continually overcome their growth hurdles ... and ultimately scale, with meaning, purpose, and profitability? The answer, sadly, is not many. Author Lex Sisney is on a mission to change that picture. After more than a decade spent leading and coaching high-growth technology companies, Lex discovered that the companies that thrive do so in accordance with 6 Laws - universal principles that govern the success or failure of every individual, team, and organization.

Describes an alternative history of the North American continent that occurs when British general John Burgoyne wins the Battle of Saratoga in 1777 instead of surrendering his army to General Horatio Gates. Break your revenue records with Silicon Valley's "growth bible" "This book makes very clear how to get to hyper-growth and the work needed to actually get there" Why are you struggling to grow your business when

everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. Pinpoint why you aren't growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There's no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a “founder's mentality”—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers: • An insurgent's clear mission and purpose • An unambiguous owner mindset • A relentless obsession with the front line Based on the authors' decade-long study of companies in more than forty countries, The Founder's Mentality demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

How to Take Charge of Your Company's Future

The Compass and the Nail

How SaaS and Other Hyper-Growth Companies Create Predictable Revenue

The Upside of Uncertainty

How to Get By Without Even Trying

Notes on Startups, or How to Build the Future

Obviously Awesome

A Top 25 CHOICE 2016 Title, and recipient of the CHOICE Outstanding Academic Title (OAT) Award. How much energy is released in ATP hydrolysis? How many mRNAs are in a cell? How genetically similar are two random people? What is faster, transcription or translation? Cell Biology by the Numbers explores these questions and dozens of others provide
Automate and Grow is a blueprint for startups, small and medium businesses to grow through automation of marketing, sales and customer support.

#1 bestselling author and acclaimed venture capitalist John Doerr reveals a sweeping action plan to conquer humanity's greatest challenge: climate change. In 2006, John Doerr was moved by Al Gore's An Inconvenient Truth and a challenge from his teenage daughter: "Dad, your generation created this problem. You better fix it." Since then, Doerr has searched for solutions to this existential problem—as an investor, an advocate, and a philanthropist. Fifteen years later, despite breakthroughs in batteries, electric vehicles, plant-based proteins, and solar and wind power, global warming continues to get worse. Its impact is all around us: droughts, floods, wildfires, the melting of the polar ice caps. Our world is squarely in a climate crisis and on the brink of a climate disaster. Yet despite our state of emergency, climate change has yet to be tackled with the urgency and ambition it demands. More than ever, we need a clear course of action. What if the goal-setting techniques that powered the rise of today's most innovative organizations were brought to bear on humanity's greatest challenge? Fueled by a powerful tool called Objectives and Key Results (OKRs), SPEED & SCALE offers an unprecedented global plan to cut greenhouse gas emissions before it's too late. Used by Google, Bono's ONE foundation, and thousands of startups the world over, OKRs have scaled ideas into achievements that changed the world. With clear-eyed realism and an engineer's precision, Doerr identifies the measurable OKRs we need to reduce emissions across the board and to arrive by 2050 at net zero—the point where we are no longer adding to the heat-trapping carbon in the atmosphere. By turns pragmatic and inspiring, SPEED & SCALE intersperses Doerr's wide-ranging analysis with firsthand accounts from Jeff Bezos, Christiana Figueres, Al Gore, Mary Barra, Bill Gates, and other intrepid policy leaders, entrepreneurs, scientists, and activists. A launchpad for those who are ready to act now, this book is geared to leaders in every walk of life. With a definitive action plan, the latest science, and a rising climate movement on our side, we can still reach net zero before it is too late. But as Doerr reminds us, there is no more time to waste.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls "grit." "Inspiration for non-genius everywhere" (People). The daughter of a scientist who frequently noted her lack of "genius," Angela Duckworth is now a celebrated researcher and

professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In *Grit*, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. “Duckworth’s ideas about the cultivation of tenacity have clearly changed some lives for the better” (*The New York Times Book Review*). Among *Grit*’s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, *Grit* is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is “a fascinating tour of the psychological research on success” (*The Wall Street Journal*).

An Easy & Proven Way to Build Good Habits & Break Bad Ones

Speed & Scale

The Innovator's Method

Tiny Habits

A Guide to Finding Possibility in the Unknown

A Blueprint for Startups, Small and Medium Businesses to Automate Marketing, Sales and Customer Support

Organizational Physics - The Science of Growing a Business

What can you learn from a Silicon Valley legend and a pantheon of iconic leaders? The key to scaling a successful business isn't talent, network, or strategy. It's an entrepreneurial mindset—and that mindset can be cultivated. “If you're scaling a company—or if you just love a well-told story—this is a book to savor.”—Robert Iger, #1 New York Times bestselling author of The Ride of a Lifetime Behind the scenes in Silicon Valley, Reid Hoffman (founder of LinkedIn, investor at Greylock) is a sought-after adviser to heads of companies and heads of state. On each episode of his podcast, Masters of Scale, he sits down with a guest from an all-star list of visionary founders and leaders, digging into the surprising strategies that power their company's growth. In this book, he draws on their most riveting, revealing stories—as well as his own experience as a founder and investor—to distill the secrets behind the most extraordinary success stories of our times. Here, Hoffman teams up with Masters of Scale's executive producers to offer a rare window into the entrepreneurial mind, sharing hard-won wisdom from leaders of iconic companies (including Apple, Nike, Netflix, Spotify, Starbucks, Google, Instagram, and Microsoft) as well as the bold, disruptive startups (such as 23andMe, TaskRabbit, Black List, and Walker & Co.) that are solving the problems of the twenty-first century. Through vivid storytelling and incisive analysis, Masters of Scale distills their collective insights into a set of counterintuitive principles that anyone can use. How do you find a winning idea and turn it into a scalable venture? What can you learn from a “squirmy no”? When should you stop listening to your customers? Which fires should you put out right away, and which should you let burn? And can you really make money while making the world a better place? (Answer: Yes. But you have to keep your profits and values aligned.) Based on more than a hundred interviews and including a wealth of new material never aired on the podcast, this unique insider's guide will inspire you to reimagine how you do business today. Have you ever come up with an idea for a new product or service but didn't take any action because you thought it would be too risky? Or at work, have

*you had what you thought could be a big idea for your company—perhaps changing the way you develop or distribute a product, provide customer service, or hire and train your employees? If you have, but you haven't known how to take the next step, you need to understand what the authors call the innovator's method—a set of tools emerging from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date these tools have helped entrepreneurs, designers, and software developers manage uncertainty—through cheap and rapid experiments that systematically lower failure rates and risk. But many managers and leaders struggle to apply these powerful tools within their organizations, as they often run counter to traditional managerial thinking and practice. Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem. Following the breakout success of *The Innovator's DNA*—which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas—this book shows how to make those ideas actually happen, to commercialize them for success. Based on their research inside corporations and successful start-ups, Furr and Dyer developed the innovator's method, an end-to-end process for creating, refining, and bringing ideas to market. They show when and how to apply the tools of their method, how to adapt them to your business, and how to answer commonly asked questions about the method itself, including: How do we know if this idea is worth pursuing? Have we found the right solution? What is the best business model for this new offering? This book focuses on the "how"—how to test, how to validate, and how to commercialize ideas with the lean, design, and agile techniques successful start-ups use. Whether you're launching a start-up, leading an established one, or simply working to get a new product off the ground in an existing company, this book is for you.*

The venture capital world is often intimidating and hard to navigate, even for the most seasoned entrepreneurs. But it doesn't have to be. Entrepreneurs who run effective fundraising processes don't do it by accident. With this book, you'll learn what it takes to successfully raise a round of funding for your company. Author Katherine Hague explains how the venture capital industry works, and walks you through each step necessary to plan, execute, and optimize your own fundraising round. Packed full of exercises, checklists, and templates, this book guides you through the process from start to finish. It's ideal for entrepreneurs raising later rounds of capital, as well as those just starting out. Gain an understanding of core venture capital concepts and standards Learn how to develop and hone an investor pitch Come away with a plan to hit the fundraising trail for your company Develop the confidence you need to negotiate key terms in a funding deal Understand best practices in fundraising, and learn how to avoid the top 10 fundraising mistakes

*Edgar Allan Poe's *The Murders in the Rue Morgue* represents the beginning of crime fiction. The mystery was first published in *Graham's Magazine* in 1841 and has been recognized as the first detective story. Poe referred to it as one of his "tales of ratiocination." As the first fictional detective, Poe's Dupin displays many traits which became literary conventions in subsequent fictional detectives including *Sherlock Holmes* and *Hercule Poirot*. Many later characters, for example, follow Poe's model of the brilliant detective, his personal friend who serves as narrator, and the final revelation being presented before the reasoning that leads up to it. Dupin himself reappears in *The Mystery of Marie Rog t* and *The Purloined Letter*.*

Zero to One

Systemise, Break Free, and Skyrocket Your Business to Millions

The Entrepreneur's Guide to Creating and Managing Breaththrough Innovation

Blitzscaling

A Northern Soul

From Impossible to Inevitable

Mighty Be Our Powers

In this important, entertaining book, one of the world's most celebrated psychologists, Martin Seligman, asserts that happiness can be learned and cultivated, and that everyone has the power to inject real joy into their lives. In Authentic Happiness, he describes the 24 strengths and virtues unique to the human psyche. Each of us, it seems, has at least five of these attributes, and can build on them to identify and develop to our maximum potential. By incorporating these strengths - which include kindness, originality, humour, optimism, curiosity, enthusiasm and generosity -- into our everyday lives, he tells us, we can reach new levels of optimism, happiness and productivity. Authentic Happiness provides a variety of tests and unique assessment tools to enable readers to discover and deploy those strengths at work, in love and in raising children. By accessing the very best in ourselves, we can improve the world around us and achieve new and lasting levels of authentic contentment and joy.

Start strong with essential early-stage guidance from the VC perspective Startup Opportunities is the go-to guide for anyone with a great business idea. Whether it's your first business or your fifth, realistic assessment from the outset can save you a lot of time and money; why pour your heart and soul into a venture that is doomed to fail? Instead, position yourself to win from the very beginning. In this book, accomplished venture capitalists share their insight on startups and entrepreneurs: who will fail, who will succeed and why, and what you should do to give your business the very best shot at becoming a global success story. You'll learn how to evaluate your business with a critical eye, and how early customer development can be key in turning a good idea into a great opportunity. If you're serious about building a business that lasts, this book provides invaluable guidance that you really cannot miss. More than five million people will launch a business this year, and many of them will be great ideas—yet few will be around in five years, and even fewer in ten years. A great idea is not enough to build a successful business. You need to fortify your idea with the proper foundation, and a scaffolding of good planning and early action. This book shows you how. Assess your business's viability using the 10x Rule Learn when you can quit your day job—or not Take the key steps to making your business succeed Discover the opportunities worth selling everything for This expert author team has witnessed more than 30,000 pitches over two decades, and have participated in over 500 startup launches. Startup Opportunities gives you the benefit of their experience to help you start strong and stay strong.

What, exactly, do you know about your body? Do you know how your immune system works? Or what your pancreas does? Or the myriad -- and often simple -- ways you can improve the way your body functions? This full-color, visually rich guide answers these questions and more. Matthew MacDonald, noted author of Your Brain: The Missing Manual, takes you on a fascinating tour of your body from the outside in, beginning with your skin and progressing to your vital organs. You'll look at the quirks, curiosities, and shortcomings we've all learned to live with, and pick up just enough biology to understand how your body works. You'll learn: That you shed skin more frequently than snakes do Why the number of fat cells you have rarely changes, no matter how much you diet or exercise -- they simply get bigger or smaller How you can measure and control fat That your hair is made from the same stuff as horses' hooves That you use only a small amount of the oxygen you inhale Why blood pressure is a more important health measure than heart rate -- with four ways to lower dangerously high blood pressure Why our bodies crave foods that make us fat How to use heart rate to shape an optimal workout session -- one that's neither too easy nor too strenuous Why a tongue with just half a dozen taste buds can identify thousands of flavors Why bacteria in your gut outnumber

cells in your body -- and what function they serve Why we age, and why we can't turn back the clock What happens to your body in the minutes after you die Rather than dumbed-down self-help or dense medical text, Your Body: The Missing Manual is entertaining and packed with information you can use. It's a book that may well change your life. Reader comments for Your Brain: The Missing Manual, also by author Matthew MacDonald: "Popular books on the brain are often minefields of attractive but inaccurate information. This one manages to avoid most of the hype and easy faulty generalizations while providing easy to read and digest information about the brain. It has useful tricks without the breathless hype of many popular books."-- Elizabeth Zwicky, The Usenix Magazine "...a unique guide that should be sought after by any who want to maximize what they can accomplish with their mental abilities and resources."-- James A. Cox, The Midwest Book Review - Wisconsin Bookwatch "If you can't figure out how to use your brain after reading this guide, you may want to return your brain for another."-- The Sacramento Book Review, Volume 1, Issue 2, Page 19 "It's rare to find a book on any technical subject that is as well written and readable as Your Brain: The Missing Manual. The book covers pretty much anything you may want to know about your brain, from what makes it up, through how it develops to how to mitigate the affects of aging. The book is easy reading, fact packed and highlighted notes and practical applications. So if you want to learn more about your brain, how it works, how to get the best out of it or just want to stave off the ravages of Alzheimers (see chapter ten for details of how learning helps maintain your brain) then I can't recommend this book highly enough."-- Neil Davis, Amazon.co.uk "MacDonald's writing style is perfect for this kind of guide. It remains educational without becoming overly technical or using unexplained jargon. And even though the book covers a broad scope of topics, MacDonald keeps it well organized and easy to follow. The book captures your attention with fun facts and interesting studies that any person could apply to their own understanding of human ability. It has great descriptions of the brain and its interconnected parts, as well as providing full color pictures and diagrams to offer a better explanation of what the author is talking about."-- Janica Unruh, Blogcritics Magazine

Young Cassie Logan endures humiliation and witnesses the racism of the KKK as they embark on a cross-burning rampage, before she fully understands the importance her family attributes to having land of their own.

How the Patagonia Model of Loyalty Can Save Your Business, and Might Just Save the Planet

100 Tricks to Appear Smart in Meetings

Bringing the Lean Start-up into Your Organization

Authentic Happiness

The Challenger Customer

Your Body: The Missing Manual

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

With colorful descriptions of each venom's sensation and a story that leaves you tingling with awe, The Sting of the Wild's one-of-a-kind style will fire your imagination.

The epic, sprawling Fabian Risk series concludes with this action-packed thriller He has extorted. He has abused. He has raped. He has sacrificed souls as a means to reach the very top.

In every way, he is a despicable man. His name is Kim Sleizner and he works as a police chief in Copenhagen. Dunja Hougaard has gone underground to covertly investigate her former boss, Sleizner. For months, Dunja and her team have been gathering information. When a high-ranking man within the Danish intelligence service and an unknown woman are found dead at the bottom of a lake outside Copenhagen, the trap is finally ready to close. The only question is: whom will it catch? And meanwhile, on the other side of the strait in Helsingborg, the Swedish police Fabian Risk detective receives a message that changes everything. Stefan Ahnhem is back with the sixth and final installment in the award-winning Fabian Risk series.

The Power of Passion and Perseverance

Running a Successful Construction Company

How Sisterhood, Prayer, and Sex Changed a Nation at War

These Violent Delights