

Screw Business As Usual Richard Branson

It's Never Too Late to Top Your Personal Best. Both a riveting account of a life spent pulling off improbable triumphs and a report back from the front of the global-energy and natural-resource wars, *The First Billion Is the Hardest* tells the story of the remarkable late-life comeback that brought the famed oilman and maverick back from bankruptcy and clinical depression. Along the way, the man often called the "Oracle of Oil" shares the insights that have made him a legend—and describes the billion-dollar bets he is now making in hopes of securing America's energy independence. "Sassy...breezes along...salted with earthy aphorisms."—*Bloomberg Businessweek* "Boone's analysis of America's energy situation is 100 percent on the money....The country should listen to him—now!" —Warren Buffett, chairman and CEO, Berkshire Hathaway "Self-deprecating and audacious...overall, it's decidedly informative about the machinations of business." —*Dallas Morning News* "A fascinating, eye-opening book by one of America's greatest iconoclasts and entrepreneurs. Boone Pickens' sense of daring and innovation has never been sharper."—Steve Forbes, president and CEO, Forbes Inc., and editor in chief of Forbes magazine

"[Russo's] first novel in ten years hits the ball out of the park. . . . You'll lap up this gripping, wise, and wonderful summer treat." —*The Boston Globe* "A cascade of charm. . . . Russo is an undeniably endearing writer, and chances are this story will draw you back to the most consequential moments in your own life."—*The Washington Post* One beautiful September day, three men in their late sixties convene on Martha's Vineyard, friends ever since meeting in college in the sixties. They couldn't have been more different then, or even today—Lincoln's a commercial real estate broker, Teddy a tiny-press publisher, and Mickey is a musician beyond his rockin' age. But each man holds his own secrets, in addition to the monumental mystery that none of them has ever stopped puzzling over since a Memorial Day weekend right here on the Vineyard in 1971. Now, forty-five years later, three lives and that of a significant other are put on display while the distant past confounds the present in a relentless squall of surprise and discovery. Shot through with Russo's trademark comedy and humanity, *Chances Are* . . . introduces a new

level of suspense and menace that will quicken the reader's heartbeat throughout this absorbing saga.

Sir Richard Branson's amazing memoir is now updated to include the effect on the Virgin Group of 11 September, his views on the war in Iraq, the rise of Virgin Blue and the flotation of Virgin Mobile. Discover how Virgin is moving into the US domestic flight market and why he set up the charitable body "Virgin Unite". As ever, his thirst for challenge is unquenched. Sir Richard reveals the thrills of the world record attempt with the Virgin Atlantic Global Flyer and taking Virgin to the final frontier as Virgin Galactic are poised for a new era of commercial space travel. Compelling. Brilliant. Revealing. Funny.

Inspirational. Extraordinary. Revealing Sir Richard's unique story, his personal philosophy on life, the Virgin brand and business Losing My Virginity is an autobiography without equal.

As it was in Anna Karenina, Madame Bovary, and Othello, so it is in life. Most forms of private vice and public evil are kindled and sustained by lies. Acts of adultery and other personal betrayals, financial fraud, government corruption—even murder and genocide—generally require an additional moral defect: a willingness to lie. In Lying, best-selling author and neuroscientist Sam Harris argues that we can radically simplify our lives and improve society by merely telling the truth in situations where others often lie. He focuses on "white" lies—those lies we tell for the purpose of sparing people discomfort—for these are the lies that most often tempt us. And they tend to be the only lies that good people tell while imagining that they are being good in the process.

Reflections on a Life of Comebacks and America's Energy Future

New Lessons For the Future

Shortcut Your Startup

A Band of Renegades, an Epic Race, and the Birth of Private Spaceflight

Physics of the Impossible

How to Dump Your Boss, Build a Business and Not Go Broke

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

Focusing on twenty major obstacles to effective time management, a guide to using time well offers practical solutions to the problem.

Argues that the key to business success is to use one's knowledge,

network, and compassion to support colleagues and encourage their growth, offering tips on using books to learn as much as possible, developing a meaningful network of contacts, and becoming a more loving, compassionate, and fulfilled individual. Reprint. 50,000 first printing. Wall Street Journal Bestseller "The pick of 2014's management books." –Andrew Hill, Financial Times "One of the top business books of the year." –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. Scaling Up Excellence is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

A New York Times bestseller! The historic race that reawakened the promise of manned spaceflight A Finalist for the PEN/E. O. Wilson Literary Science Writing Award Alone in a Spartan black cockpit, test pilot Mike Melvill rocketed toward space. He had eighty seconds to exceed the speed of sound and begin the climb to a target no civilian pilot had ever reached. He might not make it back alive. If he did, he would make history as the world's first commercial astronaut. The spectacle defied reason, the result of a competition dreamed up by entrepreneur Peter Diamandis, whose vision for a new race to space required small teams to do what only the world's largest governments had done before. Peter Diamandis was the son of hardworking immigrants who wanted their science prodigy to make the family proud and become a doctor. But from the age of eight, when he watched Apollo 11 land on the Moon, his singular goal was to get to space. When he realized NASA was winding down manned space flight, Diamandis set out on one of the great entrepreneurial adventure stories of our time. If

the government wouldn't send him to space, he would create a private space flight industry himself. In the 1990s, this idea was the stuff of science fiction. Undaunted, Diamandis found inspiration in an unlikely place: the golden age of aviation. He discovered that Charles Lindbergh made his transatlantic flight to win a \$25,000 prize. The flight made Lindbergh the most famous man on earth and galvanized the airline industry. Why, Diamandis thought, couldn't the same be done for space flight? The story of the bullet-shaped SpaceShipOne, and the other teams in the hunt, is an extraordinary tale of making the impossible possible. It is driven by outsized characters—Burt Rutan, Richard Branson, John Carmack, Paul Allen—and obsessive pursuits. In the end, as Diamandis dreamed, the result wasn't just a victory for one team; it was the foundation for a new industry and a new age.

Help the Helper

Love is the Killer App

Jeff Bezos and the Rise of Amazon.com

Scaling Up Excellence

As a Man Thinketh

Chances Are . . .

Under New Management

For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals. Now, it's time to take control. Ending the failed war on drugs will reduce drug-related violence, tackle organised crime, end the needless criminalisation of millions, and will halt the drain on government funds and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done. Highlighting the pitfalls behind drug policy to-date and bringing to light new policies and approaches, which make a clear case for galvanizing governments to end the war on drugs - once and for all.

Throughout my life I have achieved many remarkable things. In this book I'll share with you my ideas and secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and into new and exciting areas - such as launching Virgin fuels. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

Teleportation, time machines, force fields, and interstellar space ships—the stuff of science fiction or potentially attainable future technologies? Inspired by the fantastic

worlds of Star Trek, Star Wars, and Back to the Future, renowned theoretical physicist and bestselling author Michio Kaku takes an informed, serious, and often surprising look at what our current understanding of the universe's physical laws may permit in the near and distant future. Entertaining, informative, and imaginative, *Physics of the Impossible* probes the very limits of human ingenuity and scientific possibility.

Richard Branson is an iconic businessman and in *Screw It, Let's Do It*, he shares the secrets of his success and the invaluable lessons he has learned over the course of his remarkable career. As the world struggles with the twin problems of global recession and climate change, Richard explains why it is up to big companies like Virgin to lead the way in finding a more holistic and environmentally friendly approach to business. He also looks to the future and shares his plans for taking his business and his ideas to the next level. Richard reveals the new and exciting areas into which Virgin is currently moving, including biofuels and space travel, and brings together all the important lessons, good advice and inspirational adages that have helped him along the road to success. This is a fantastic motivational book that will help every reader achieve their own dreams.

Market Forces

A Novel

If I Could Tell You Just One Thing...

Breaking Down the Barriers to Extraordinary Results

Reach for the Skies

Warren Buffett on Practically Everything, 1966-2013

Adventures of a Global Entrepreneur

*****100% of Author Royalties are being donated to charity in keeping with the belief that WEconomy can indeed change the world by empowering families in developing communicates to lift themselves out of poverty with the small business training these book sales are providing. Track your individual impact on a global scale with the specific code on your book's back cover at WE.org. Your guide to 'Business with Benefits'... for All! Purpose and profit are powerful human motivators. Combined, this power can change the world. WEconomy is your guidebook to the greatest evolution in business since the assembly line. Discover the secret to achieving purpose with profit in your career and company, all while driving positive impact. Do you crave more meaning in your job? This book is your roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the key to increasing productivity and retaining top performers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. If you are an aspiring social entrepreneur, learn how to massively scale your mission. Get paid to change the world — who wouldn't want to be the person doing that? Uncover the methods of megastars like Oprah Winfrey, Earvin "Magic" Johnson, and Sir Richard Branson, who make the world a better place through purposeful—and highly successful—business strategies. The stellar authorial team share in candid detail, the setbacks and achievements they experienced building successful enterprises and charities—with purpose. With the tips inside this book, you, your business, or your charity can: Find a cause that drives you and your career goals to new heights Create a job that you love and be celebrated by your peers, boss, and industry Inspire brand fanatics to stay loyal to you, your company, and your cause**

Add a halo to your product, grow your geographic reach, innovate for “the next big thing,” engage Boomers to Gen Z, and much more! This is your blueprint for living by your personal values, achieving career success, and changing the world. Purpose and profit are the greatest human motivators. This is the definitive roadmap for bringing the power of both forces together—achieving purpose with profit in your career, company, and changing the world. Do you crave more meaning in your job? This book will give you the roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the secret to increasing productivity and retaining top workers. If you’re in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. Everyone wants more meaning. We all inherently know that purpose is powerful, but this is the ground-breaking book to unleashing the purpose within your career, company, and life goals. This book will show you how to profit with purpose, whether you’re the one calling the shots or a junior employee looking to advance. Get paid to change the world - who wouldn’t want to be the person doing that? “The real lessons of teamwork don’t happen on camera. They happen behind the closed doors of locker rooms and team meetings and practice facilities. Kevin and John open those closed doors. All you need to do is get reading!” —Larry Bird “Help the helper” is a basketball motto preached by some of the sport’s legendary coaches, including Dean Smith and Phil Jackson. All good players know they should support a teammate who’s under pressure. But the true greats know how to take it one step further. They fill the gaps left behind when one teammate goes to help another—gaps that are often far from the basket and out of the spotlight. The true greats step up in quiet ways to make sure no subtle holes develop on defense and no opportunities are missed on offense. Help the Helper will show you how to put this level of teamwork to work in your business, to build a culture that recognizes and rewards those who help the helper—even when they don’t have sexy statistics. In the process, it will teach you how to de-emphasize the CEO/quarterback/superstar and effectively redefine leadership. You’ll learn, for instance, how to: Create a dynasty of unselfishness. Manage energy, not people. Eat obstacles for breakfast. Act like an “unleader.” Consider how it works in the hospitality industry. In a great restaurant you don’t have to wait for your server to check on you; your needs are taken care of instantaneously, sometimes before you notice them. Everyone from the busboy to the maître d’ has one goal: the success of the team. Such coordination seems complicated for a small eatery, nearly impossible for a large organization. But it’s easier than you think. For a combined forty years, Pritchard and Eliot have focused on building high-performing groups. They’ve crushed Malcolm Gladwell’s 10,000-Hour Rule, logging upward of 50,000 hours studying the factors that create champions and dynasties, from the NBA and Major League Baseball to the Fortune 500. Exhaustive testing, scouting, and evaluating have taught them that truly special teams in all fields have one common denominator: a willingness to do whatever it takes to help the helper. Drawing on true and inspirational stories from sports to medicine to business, Help the Helper shows what’s behind the curtain that fuels great team performance.

Throughout my life I have achieved many remarkable things. In Screw It, Let's Do It, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and

organisations, to do no harm. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

A "THINK DIFFERENT" APPROACH TO INNOVATION-- Based on the Seven Guiding Principles of Apple CEO Steve Jobs In his acclaimed bestseller *The Presentation Secrets of Steve Jobs* author Carmine Gallo laid out a simple step-by-step program of powerful tools and proven techniques inspired by Steve Jobs's legendary presentations. Now, he shares the Apple CEO's most famous, most original, and most effective strategies for sparking true creativity--and real innovation--in any workplace. **THE INNOVATION SECRETS OF STEVE JOBS** Learn how to **RETHINK** your business, **REINVENT** your products, and **REVITALIZE** your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation that anyone can apply to any field of endeavor. These are the Seven Principles of Innovation, inspired by the master himself: **Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story.** By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match—and beat—the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms—to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are *The Innovation Secrets of Steve Jobs*. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

How to Build a Creative Team, Develop Great Morale, and Improve Bottom-Line Performance

The First Billion Is the Hardest

Total Focus

Elvis in the Morning

Ending the War on Drugs

A novel

Lessons In Life

One of Silicon Valley's top leadership trainers distills his proven framework that has empowered teams at the world's most innovative companies--from Google and Facebook to Cisco Systems and biotech giant Genentech/Roche--to do the best work of their lives. Richard Lee has worked with thousands of ambitious leaders and their teams, and has found that they all share the same frustration. Whether it's because of communication breakdowns or increasing complexity, people at every level of an organization feel like their results fall short of their expectations--even though they are putting in a lot of effort. Management gurus will tell you that you need to overhaul your entire organization in order to maximize its full potential, but that is simply not true: You only need to give your people the tools to succeed inside it. The framework outlined in *Work That Counts* draws on examples from teams he has worked with at the world's most cutting edge, disruptive companies, and provides practical solutions to the problems that hold people back in nearly every organization. Among other critical skills, you'll learn:

- How a team leader can hold team members accountable without micromanaging--and what team members need to do concurrently to earn the team leader's trust.
- How to get support for your objectives from other teams, even when they don't report to you or your division or your business unit.
- How to partner with others, within your team and on other teams, to achieve the results you want.

***Work That Counts* is a commonsense yet groundbreaking guide, filled with assessments and real-world examples that will empower organizations to make the most of their people and become more than the sum of their parts.**

One of the world's most famous business leaders (and a well-known avian fanatic) explores the pioneers of flight. Bestselling author and billionaire entrepreneur Sir Richard Branson has always been obsessed with the skies. To promote a new Virgin Airlines route, he became the first man to water ski behind a blimp. His Virgin Galactic venture will soon offer ordinary people the opportunity to experience spaceflight aboard the first commercial spaceliner, SpaceShipTwo. In *Reach for the Skies*, Branson examines the history of aviation over the last two hundred years, putting the spotlight on trailblazers such as:

- *Tony Jannus, who made the first ever commercial flight over Tampa Bay, Florida, in 1914.
- *Leo Valentin, the "bird man" who jumped from 9,000 feet wearing a pair of wooden wings in the 1950s.
- *Steve Fossett, who broke 130 world records in planes, balloons, and airships.

The pioneers of flight--not just the world-famous Wright Brothers, but also lesser known visionaries and dreamers--made it possible for any of us with the desire and the commitment to reach

for the skies ourselves.

Previously classified studies from the former Soviet Union reveal the emergence of an herbal superstar, *Rhodiola rosea*. From two respected physicians comes an authoritative new book that explores the amazing healing powers of *Rhodiola rosea*. Compelling scientific evidence about this commonly available herbal supplement confirms its ability to help: - Melt away extra pounds - Combat fatigue - Sharpen memory and concentration - Enhance physical performance - Strengthen immune function - Protect against heart disease and cancer As more people turn to *Rhodiola rosea* to improve their health and vitality, they will look for a trustworthy, authoritative resource to answer all their questions. The *Rhodiola Revolution* is that resource, providing the latest news from the front lines of research as well as clear instructions on using the herb for maximum medicinal effect. The son of a woman who works at a U.S. Army base in Germany in the 1950s, Orson becomes an ardent fan of a G.I. stationed at the base, but when he steals recordings of Elvis Presley's music, he attracts the attention of the popular singer, launching a friendship that lasts a lifetime. Reprint. 75,000 first printing.

**Encounters with Remarkable People and Their Most Valuable Advice
A Scientific Exploration into the World of Phasers, Force Fields,
Teleportation, and Time Travel**

Getting to More Without Settling for Less

Turning Capitalism into a Force for Good

**SUMMARY - Screw Business As Usual: Turning Capitalism Into A Force
For Good By Richard Branson**

Branson

Screw Business As Usual

*Young serial entrepreneur Scott Gerber is not the product of a wealthy family or storied entrepreneurial heritage. Nor is he the outcome of a traditional business school education or a corporate executive turned entrepreneur. Rather, he is a hard-working, self-taught 26-year-old hustler, rainmaker, and bootstrapper who has survived and thrived despite never having held the proverbial "real" job. In *Never Get a "Real" Job: How to Dump Your Boss, Build a Business, and Not Go Broke*, Gerber challenges the social conventions behind the "real" job and empowers young people to take control of their lives and dump their nine-to-fives—or their quest to attain them. Drawing upon case studies, experiences, and observations, Scott dissects failures, shares hard-learned lessons, and presents practical, affordable, and systematic action steps to building, managing, and marketing a successful business on a shoestring budget. The proven, no-b.s. methodology presented in *Never Get a "Real" Job**

teaches unemployed and underemployed Gen-Yers, aspiring small business owners, students, and recent college graduates how to quit 9-to-5s, become their own bosses, and achieve financial independence.

Richard Reed built Innocent Drinks from a smoothie stall on a street corner to one of the biggest brands in Britain. He credits his success to four brilliant pieces of advice, each given to him just when he needed them most. Ever since, it has been Richard's habit, whenever he meets somebody he admires, to ask them for their best piece of advice. If they could tell him just one thing, what would it be? Richard has collected pearls of wisdom from some of the most remarkable, inspiring and game-changing people in the world - in business, tech, philanthropy, politics, sport, art, spirituality, medicine, film, and design. From Hollywood greats like Judi Dench and Richard Curtis, to entrepreneurial legends like Richard Branson and Simon Cowell; from sports stars and TV personalities like Andy Murray and James Cordon to political activists and born survivors like Mandela's Comrades and Katie Piper, Richard has picked some of the world's most interesting brains to give you a lesson in how to live, how to love, how to create and how to succeed.

A revelatory account of the personal factors that shaped the Virgin Group founder's unconventional leadership style discusses topics ranging from his limited education and struggles with dyslexia through his self-employment values and beliefs about listening. 75,000 first printing.

It's business school, the Branson way. Whether you're interested in starting your own business, improving your leadership skills, or simply looking for inspiration from one of the greatest entrepreneurs of our time, Richard Branson has the answers. Like a Virgin brings together some of his best advice, distilling the experiences and insights that have made him one of the world's most recognized and respected business leaders. In his trademark thoughtful and encouraging voice, Branson shares his knowledge like a close friend. He'll teach you how to be more innovative, how to lead by listening, how to enjoy your work, and much more. In hindsight, Branson is thankful he never went to business school. Had he conformed to the conventional dos and don'ts of starting a business, would there have been a Virgin Records? A Virgin Atlantic? So many of Branson's achievements are due to his unyielding determination to break the rules and rewrite them himself. Here's how he does it.

Behind the Mask

One Click

The Original 1902 Edition (The Wisdom Of James Allen)

Losing My Virginity

Like a Virgin

The Rhodiola Revolution

Make Better Decisions Under Pressure

Warren Buffett built Berkshire Hathaway into something remarkable—and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing score stories that tracked his many accomplishments—and also his occasional mistakes. Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by himself. Loomis has provided commentary about each major article that supplies her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, "How Inflation Swindles the Equity Investor." Andrew Tobias's 1983 article "Letter from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letter. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they could do a lot but not so much that they could do nothing." Bill Gates's 1996 article describing their early impressions of Buffett as they struck up their close friendship. Scores of books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective.

From the trailblazing founder and CEO of the Virgin Group, a powerful argument for using business to make a positive impact in the world. Richard Branson, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down—to shift our values from an exclusive focus on profit to caring for people, communities and the planet. As he writes, "My message is a simple one: business as usual isn't working. In fact, it's 'business as usual' that's wrecking our planet. Resources are being used up; the air, the sea, the land—are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for life-saving medicine. . . . Prophecying doom and gloom is simply not my style. . . . I think business can help fix things and create a more peaceful world for everyone. I happen to believe in business because I believe that business is a force for good. By that I mean doing good is good for business." *Screw Business As Usual* shows how easy it is for both businesses and individuals to embark on a new way of doing things, solving major problems and turning our work into something that is both love and are proud of.

"Can we bring more meaning to our lives and help change the world at the same time? Richard Branson, at his brilliant and motivating best, reveals how with his exciting vision for the future. It is time to turn capitalism upside down - to shift our values and switch from a just profit focus to caring for people, communities and the planet. "Screw Business as Usual" shows how easy it is for both businesses and individuals to embrace a whole new way of doing things, solving major problems and turning our work into something we both love and are proud of." -- Back cover.

Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It can almost be summed up by the motto on every page: "Buy now with one click." Why has Amazon been so successful? Much has to do with Jeff Bezos, the CEO and founder, whose unique combination of characteristics and business strategy have driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur. His success can be credited to his forward-looking insights and ruthless business decisions. Brandt explains: Why Bezos decided to allow negative product reviews, correctly guessing that the earned trust would outweigh possible lost sales. Why Amazon guards some patents yet freely shares others. Why Bezos called becoming profitable the "dumbest" thing they could do in 1997. How Amazon.com became one of the only dotcoms to survive the bust of the early 2000s. Where the company is headed. Through interviews with Amazon employees, competitors, and observers, Brandt deciphered how Bezos makes decisions. The story of Amazon's ongoing evolution is a case study in how to reinvent an entire industry, and one that anyone in business ignores at their peril.

Work That Counts

Secrets They Won't Teach You at Business School

How to Make a Spaceship

Never Get a "Real" Job

Everything I Know about Leadership

Let's Not Screw It, Let's Just Do It

How to Win Business and Influence Friends

From the award-winning author of *Altered Carbon* and *Broken Angels*—a turbocharged new thriller set in a world where killers are stars, media is mass entertainment, and freedom is a dangerous proposition . . . A coup in Cambodia. Guns to Guatemala. For the men and women of Shorn Associates, opportunity is calling. In the superheated global village of the near future, big money is made by finding the right little war and supporting one side against the other—in exchange for a share of the spoils. To succeed, Shorn uses a new kind of corporate gladiator: sharp-suited, hard-driving gunslingers who operate armored vehicles and follow a Samurai code. And Chris Faulkner is just the man for the job. He fought his way out of London's zone of destitution. And his kills are making him famous. But unlike his best friend and competitor at Shorn, Faulkner has a side that outsiders cannot see: the side his wife is trying to salvage, that another woman—a porn star turned TV news reporter—is trying to exploit. Steeped in blood, eyed by common criminals looking for a shot at fame, Faulkner is living on borrowed time. Until he's given one last shot at getting out alive. . .

The image remains pristine: a charismatic high-school dropout turned billionaire, whose stratospheric rise and daring exploits have won him millions of enduring admirers and made him a model for aspiring entrepreneurs throughout the world. But is this story still credible? Over the last decade, has Branson matched the expectations perpetuated by Virgin's relentless publicity machine? Or have we all been seduced by a brilliant showman? In his most explosive book to date, Tom Bower, bestselling biographer of Simon Cowell, Bernie Ecclestone, Conrad Black and Robert Maxwell, dares to explore the reality of the Branson empire. In doing so, he unravels the gripping story of his recent activities - from the astonishing success of mobile phones to his troubled airlines and his long delayed plan to send multimillionaires into space - and asks whether he really remains Britain's heroic buccaneer.

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you."

All that we achieve and all that we fail to achieve is the direct result of our own thoughts."Self-control is strength. Right thought is mastery. Calmness is power. " ? James Allen, As a Man Thinketh"As a Man Thinketh" is a literary essay by James Allen, first published in 1902. In more than a century it has become an inspirational classic, selling millions of copies worldwide and bringing faith, inspiration, and self healing to all who have encountered it. The title comes from the Bible: "As a man thinketh in his heart, so is he." -- Proverbs, chapter 23, verse 7. As himself Allen describes, "It shows how, in his own thought-world, each man holds the key to every condition, good or bad, that enters into his life, and that, by working patiently and intelligently upon his thoughts, he may remake his life, and transform his circumstances. ...and it can be carried in the pocket." Too many mortals strive to improve only their worldly position--and too few seek spiritual betterment. Such is the problem James Allen faced in his own time. The ideas he found in his inner-most heart after great searching guided him as they will guide you. A True Classic that Belongs on Every Bookshelf!

The Servant Leader

Proven Marketing Techniques to Transform Your Business

Do Something Different

You Can Find Meaning, Make A Living, and Change the World

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

Screw It, Let's Do It

Lying

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson

Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track

on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

Stand out from the crowd with the book that is packed full of examples of entrepreneurs who took a sideways look at the market and their competitors and decided to branch out and do something a little bit surprising. As a result, they made their products and their companies stand out among the competition - vital in today's business environment.

Journey to the world of the Carpathians with #1 New York Times bestselling author Christine Feehan—joined here by masters of vampire romance Maggie Shayne and Lori Herter—in an original anthology that takes dark fantasy to rapturous new heights. Dark Crime by Christine Feehan Blaze knows who killed her father and she has merciless plans for payback. Until a phone call from a seductive stranger pleads with her to wait.

Retribution is in his blood, too. Now, he and Blaze will be united in the blood of the guilty. Tonight, vengeance is theirs. Dead by Twilight by Maggie Shayne Bloodsuckers may be an accepted minority but one of them is getting away with murder. Until a female vamp teams with a mortal detective to end the killing spree. Now the night belongs to them—and so does every pleasure and danger lurking in the shadows. Cimarron Spirit by Lori Herter While excavating an Anasazi ruin, archeologist Annie Carmichael uncovers the resting place of a centuries-old vampire who finds in Annie the liberating mate he has longed for. But how much is Annie expected—or willing—to surrender for the man she now desires?

What do you do at work when a hundred crises seem to be happening at the same time? Do you pick just one priority or try to put out every fire? How can you stay composed, figure out what really matters, and act decisively? When former U.S. Navy SEAL sniper Brandon Webb transitioned to civilian life, he struggled to get his first startup business off the ground. He raised millions for his new venture, only to lose it all as problems spiraled out of his control. In the wake of that failure, Webb realized that successful entrepreneurs need a skill he had already mastered: total focus. SEAL snipers define it as the ability to filter out noise and chaos so you can make life-or-death decisions under the extreme conditions of combat. If he could maintain total focus while staring through crosshairs at a man who might (or might not) be an Al Qaeda terrorist, surely he could do the same in the business world. So Webb started over, applying total focus to a new startup, a media company called Hurricane Group. His approach was so effective that in just five years, Hurricane grew to have a staff of over fifty, an audience in the tens of millions, and a valuation of more than \$100 million. In this book, Webb teaches us to make better decisions under extreme pressure by emulating the habits of his fellow warriors, as well as other skills he learned on the job and from great friends and business leaders like Solomon Choi of 16 Handles, Matt Meeker of BarkBox, and Betsy Morgan of the Huffington Post and TheBlaze. For instance, you'll discover:

- *The difference between total focus and tunnel vision is developing total situational awareness: the ability to spot opportunities and threats without getting distracted from your goal.*
- *You can overcome indecisiveness and hesitancy by accepting violence of action: a decision to move*

*forward with an imperfect plan, knowing that even the best-laid plans go wrong. ·
Entrepreneurs must learn to embrace the suck, refusing to quit when the going gets brutal,
and recognizing that unexpected challenges may reveal your best shot at success. By
following the tactics and wisdom of a generation of legendary snipers and business leaders,
you'll find the clarity of mind you need to accomplish your own mission—whatever it takes.
Transform Your Health with the Herbal Breakthrough of the 21st Century*

The Time Trap

Edge of Darkness

The Virgin Way

The Autobiography

Speed Up Success with Unconventional Advice from the Trenches

Screw Business as Usual

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. * As you read this summary, you will discover that capitalism as it has been practiced until now must rapidly evolve to make way for a new model: social enterprises. * You will also discover that : the social and environmental problems affecting the planet require urgent solutions; businesses are the indispensable engine of change; new corporate governance has become an absolute necessity in a global village where everyone is connected; social capitalism must replace unbridled liberalism; the search for profit is not incompatible with social actions. * Charismatic leader, brilliant businessman, self-taught self-made man and tireless philanthropist, Richard Branson's career path intrigues and fascinates you? Take advantage of the experiences and advice of the famous billionaire, Chairman and CEO of the global Virgin Group, to understand the keys to success for 21st century companies. * Buy now the summary of this book for the modest price of a cup of coffee!

From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes *Shortcut Your Startup*, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, *Shortcut Your Startup* outlines Courtney and Carter ' s ten key “ Startup Switchups ” that flip traditional advice on its head: · Get into the Trenches · Know if You ' re a Speedboat or a Sailboat · Obsessively Take Advantage of Your Unfair Advantages ·

Do What You Do Best, and Outsource the Rest · Build in Flexibility and a Diversified Focus · Think Milestones, Not Time · Nail It Before You Scale It · 1 Percent Better Is 1000 Percent Better · Gain Buy-in with Heart-Based Momentum · Success Doesn't Equate to a Successful Exit Whether you're a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, *Shortcut Your Startup* is essential reading to speed up your success!

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

A Practical Guide to Using the Principles of Servant Leadership Leadership is a calling. And servant leadership—the idea that managing with respect, honesty, love, and spirituality empowers employees—helps individuals answer that calling. Bestselling author and former Fortune 500 executive James A. Autry reveals the servant leader's tools, a set of skills and ideals that will transform the way business is done. It helps leaders nurture the needs and goals of those who look to them for leadership. The result is a more productive, successful, and happier organization, and a more meaningful life for the leader. Autry reveals how to remain true to the servant leadership model when handling day-to-day and long-term management situations, including how to:

- Provide

guidance during conflict and crisis • Assure your continued growth and progress as a leader • Train managers in the principles of servant leadership • Transform a company with morale problems into a great place to work Practiced by one-third of the companies on Fortune ' s “ 100 Best Companies to Work For ” list, servant leadership is a thriving philosophy. Ultimately, Autry explores how it can be a valuable, refreshing, and rewarding approach to leading others in business life.

Tap Dancing to Work

Business Stripped Bare

Ballooning, Birdmen, and Blasting into Space

WEconomy

Building a Culture of Extreme Teamwork

How Leading Organizations Are Upending Business as Usual

Lessons in Life