

Founders At Work Stories Of Startups Early Days

Glastonbury 50When Founders FailAsian Founders at WorkThe Four Steps to the EpiphanyWorkInspired: How to Build an Organization Where Everyone Loves to WorkThe Launch PadBrave New WorkHow They SucceededCoders at WorkThe Demagogue's PlaybookAsian Founders at WorkThirstThe Founder's MentalityThe Founders at Home: The Building of America, 1735-1817The Founder's ManualEMPOWEREDHow to Skimm Your LifeStock Market Strategies That WorkWisdom at WorkCreativity, Inc.Colonel RooseveltCalled to CreateThe Everything StoreThe Founder's DilemmasThe Night of the GunThe Airbnb StoryLet My People Go SurfingNo ShortcutsDon't Mess It UpFounders at WorkStart Small, Stay SmallNo FilterGlimmer of HopeWe Have Never Been ModernLost and FounderCrime in ProgressLittle Brand BookLean B2BThat Will Never WorkRework

Glastonbury 50

What does it take to successfully launch and scale a startup in Asia? While much of modern business literature covers Silicon Valley and its founders, building a company in Asia—a world center of technology and innovation—is a vastly different journey, and not nearly as widely covered. This book aims to change that. *Asian Founders at Work* is an essential compilation of in-depth, incisive interviews with over 20 top technopreneurs from the region. Authors Ezra Ferraz and Gracy Fernandez have gathered their exclusive conversations with business leaders: Min-Liang Tan (Razer), Maria Ressa (Rappler), Chatri Sityodtong (ONE Championship), Patrick Grove (iflix), and Khailee Ng (500 Startups) are just a few. Questions about early difficulties, fundraising, business pivots, strategic partnerships, exits via acquisition or IPO, and more are answered in great detail to shine a light on the founders' unique experiences. Learn directly from game-changers in their own voice. By documenting these stories, the authors have created the largest and most comprehensive record of successes to date. Whether you are an aspiring entrepreneur yourself, a business student wanting to become well-versed in international practices, or an owner looking to expand to the area, this book provides a thorough guide to the startup culture in Asia from the most knowledgeable sources possible. What You Will Learn Gain business knowledge of practices that are localized to Asia Become familiar with essential startup topics, including product development, user acquisition, recruiting, and fundraising Study individual companies and founders, and an overview of startup culture Who This Book Is For Those in the tech ecosystem in East, Southeast, and South Asia, including aspiring founders or current founders who have started their entrepreneurial journey. This book is also for people outside of Asia who have an interest in the region. Entrepreneurs or businesspeople can refer to this book as they consider expansion into the area. Researchers and readers can pick up this book if they are curious about the business landscape of Asia and want to hear directly from game-changing founders.

When Founders Fail

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereá, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps:

- Assess the market potential of opportunities to find the right opportunity for your team
- Find early adopters, quickly establish credibility and convince business stakeholders to work with you
- Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision
- Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit
- Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation

« The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze ★★★★
86% of Readers Rated it 5-Stars ★★★★ « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » - Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now. There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » - Paul Gillin, Co-Author, Social Marketing to the Business Customer

Asian Founders at Work

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do,

how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

The Four Steps to the Epiphany

Glimmer of Hope is the official, definitive book from The March for Our Lives founders. In keeping up with their ongoing fight to end gun-violence in all communities, the student leaders of March for Our Lives have decided not to be paid as authors of the book. 100% of net proceeds from this book will be paid to March For Our Lives Action Fund. "Glimmer of Hope provides a blueprint for launching social change."—NPR.org *A Seventeen Magazine Best Book of 2018* "This is a clarion call to action for teens, by teens, and is moving and powerful."—Booklist, Starred Review *Glimmer of Hope* tells the story of how a group of teenagers raced to channel their rage and sorrow into action, and went on to create one of the largest youth-led movements in global history. March For Our Lives Action Fund is a nonprofit 501c4 organization dedicated to furthering the work of March For Our Lives students to end gun violence across the country. The full list of contributors, in alphabetical order, are: Adam Alhanti, Dylan Baierlein, John Barnitt, Alfonso Calderon, Sarah Chadwick, Jaclyn Corin, Matt Deitsch, Ryan Deitsch, Sam Deitsch, Brendan Duff, Emma González, Chris Grady, David Hogg, Lauren Hogg, Cameron Kasky, Jammal Lemy, Charlie Mirsky, Kyrrah Simon, Delaney Tarr, Bradley Thornton, Kevin Trejos, Naomi Wadler, Sofie Whitney, Daniel Williams, and Alex Wind.

WorkInspired: How to Build an Organization Where Everyone Loves to Work

Winner of the 2020 Financial Times and McKinsey Business Book of the Year Award * Finalist for SABEW'S Inaugural Best in Business Book Award In this "sequel to *The Social Network*" (The New York Times), award-winning reporter Sarah Frier reveals the never-before-told story of how Instagram became the most culturally defining app of the decade. "The most enrapturing book about Silicon Valley drama since *Hatching Twitter*" (Fortune), No Filter "pairs phenomenal in-depth reporting with explosive storytelling that gets to the heart of how Instagram has shaped our lives, whether you use the app or not" (The New York Times). In 2010, Kevin Systrom and Mike Krieger released a photo-sharing app called Instagram, with one simple but irresistible feature: it would make anything you captured look more beautiful. The cofounders cultivated a community of photographers and artisans around the app, and it quickly went mainstream. In less than two years, it caught Facebook's attention: Mark Zuckerberg bought the company for a historic \$1 billion when Instagram had only thirteen employees. That might have been the end of a classic success story. But the cofounders stayed on, trying to maintain

Instagram's beauty, brand, and cachet, considering their app a separate company within the social networking giant. They urged their employees to make changes only when necessary, resisting Facebook's grow-at-all-costs philosophy in favor of a strategy that highlighted creativity and celebrity. Just as Instagram was about to reach a billion users, Facebook's CEO Mark Zuckerberg—once supportive of the founders' autonomy—began to feel threatened by Instagram's success. Frier draws on unprecedented access—from the founders of Instagram, as well as employees, executives, and competitors; Anna Wintour of Vogue; Kris Jenner of the Kardashian-Jenner empire; and a plethora of influencers worldwide—to show how Instagram has fundamentally changed the way we show, eat, travel, and communicate, all while fighting to preserve the values which contributed to the company's success. "Deeply reported and beautifully written" (Nick Bilton, Vanity Fair), *No Filter* examines how Instagram's dominance acts as a lens into our society today, highlighting our fraught relationship with technology, our desire for perfection, and the battle within tech for its most valuable commodity: our attention.

The Launch Pad

David Carr was an addict for more than twenty years -- first dope, then coke, then finally crack -- before the prospect of losing his newborn twins made him sober up in a bid to win custody from their crack-dealer mother. Once recovered, he found that his recollection of his 'lost' years differed -- sometimes radically -- from that of his family and friends. The night, for example, his best friend pulled a gun on him. 'No,' said the friend (to David's horror, as a lifelong pacifist), 'It was you that had the gun.' Using all his skills as an investigative reporter, he set out to research his own life, interviewing everyone from his parents and his ex-partners to the policemen who arrested him, the doctors who treated him and the lawyers who fought to prove he was fit to have custody of his kids. Unflinchingly honest and beautifully written, the result is both a shocking account of the depths of addiction and a fascinating examination of how -- and why -- our memories deceive us. As David says, we remember the stories we can live with, not the ones that happened.

Brave New Work

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have \$6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. *Start Small, Stay Small* also focuses on the single most important

element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

How They Succeeded

Number of teams that applied to Y Combinator's summer 2011 batch: 2,089 Teams interviewed: 170 Minutes per interview: 10 Teams accepted and funded: 64 Months to build a viable startup: 3 Possibilities: BOUNDLESS Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime — it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of attorneys who seek to "make attorneys obsolete." Founders are guided by Graham's notoriously direct form of tough-love feedback. "Here, we don't fire you," he says. "The market fires you. If you're sucking, I'm not going to run along behind you, saying, 'You're sucking, you're sucking, c'mon, stop sucking.'" Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in "Demo Day," when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that's occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

Coders at Work

THE SUNDAY TIMES BESTSELLER A BOOK OF THE YEAR PICK IN THE TIMES: 'Captivating' A ROUGH TRADE BOOK OF THE YEAR: 'In-depth and inspiring' 'Beautifully compiled the perfect festival experience' THE SUNDAY TIMES Glastonbury 50 is the authorised, behind-the-scenes, inside story of the music festival that has become a true global phenomenon. The story begins in 1970. The day after Jimi Hendrix's death dairy farmer Michael Eavis invites revellers to his field in Somerset to

attend a 'Pop, Folk & Blues' festival. Tickets are £1 each, enticing more than a thousand customers with the promise of music, dance, poetry, theatre, lights and spontaneous entertainment - as well as free milk from his own Worthy Farm cows. Fast forward through five tumultuous decades and the Eavis's vision now encompasses a gigantic 'city in the fields', with a total annual population nearing a quarter of a million. Tickets sell out within minutes, the show is beamed live to more than 40 countries around the globe, and over 3 million people are registered to attend. Meanwhile, the bill has expanded to include big name performers, artists and designers from every branch of the creative arts. Glastonbury Festival is now the largest outdoor green fields event in the world. In their own words, Michael and Emily Eavis reveal the stories behind the headlines, and celebrate 50 years of history in the Vale of Avalon. They're joined by a host of big-name contributors from the world of music - among them Adele, JAY-Z, Dolly Parton, Chris Martin, Noel Gallagher, Lars Ulrich and Guy Garvey. They're joined by artists - Stanley Donwood, Kurt Jackson and many more. Writers - Caitlin Moran, Lauren Laverne, Billy Bragg - and by a host of photographers, from Seventies icon Brian Walker to rock and roll legends Jill Furmanovsky and Greg Williams. Together they bring you the magic that makes Glastonbury, Glastonbury.

The Demagogue's Playbook

#1 NEW YORK TIMES BESTSELLER • It might seem like everyone you know took secret classes on budgeting, owning their career, and choosing the right wine—and you were sick that day. Enter: *How to Skimm Your Life*. With theSkimm's trademark mix of real talk, humor, and inspirational messaging, this book gives you the information you need to make informed and empowered decisions in your life. Covering everything from personal finance, to career, to stress management, global politics, and more, *How to Skimm Your Life* breaks down some of the less glamorous parts of adulting and answers questions like: • “What’s the difference between an ETF and a mutual fund?” • “How should I negotiate my salary when I’m offered a new job?” • “Should I claim standard or itemized deductions on my taxes?” • “How should I tip while traveling abroad?” • “How do I read the wine list without breaking out a dictionary?” And much more . . . Wine & Food • Travel • Networking • Job Searching • Personal Growth • Mental Health • Time Management • Budgeting • Investing • Health Insurance • International Relations • US Government With life hacks for anyone who’s starting out in the real world, looking to make a change, or just wants a reset, *How to Skimm Your Life* will be time well spent—making it the perfect gift for graduation, birthdays, or your best friend “just because.”

Asian Founders at Work

NEW YORK TIMES BESTSELLER • An inspiring personal story of redemption, second chances, and the transformative power within us all, from the founder and CEO of the nonprofit charity: water. At 28 years old, Scott Harrison had it all. A top nightclub promoter in New York City, his life was an endless cycle of drugs, booze, models—repeat. But 10 years in,

desperately unhappy and morally bankrupt, he asked himself, "What would the exact opposite of my life look like?" Walking away from everything, Harrison spent the next 16 months on a hospital ship in West Africa and discovered his true calling. In 2006, with no money and less than no experience, Harrison founded charity: water. Today, his organization has raised over \$400 million to bring clean drinking water to more than 10 million people around the globe. In *Thirst*, Harrison recounts the twists and turns that built charity: water into one of the most trusted and admired nonprofits in the world. Renowned for its 100% donation model, bold storytelling, imaginative branding, and radical commitment to transparency, charity: water has disrupted how social entrepreneurs work while inspiring millions of people to join its mission of bringing clean water to everyone on the planet within our lifetime. In the tradition of such bestselling books as *Shoe Dog* and *Mountains Beyond Mountains*, *Thirst* is a riveting account of how to build a better charity, a better business, a better life—and a gritty tale that proves it's never too late to make a change. 100% of the author's net proceeds from *Thirst* will go to fund charity: water projects around the world.

Thirst

What does it take to successfully launch and scale a startup in Asia? While much of modern business literature covers Silicon Valley and its founders, building a company in Asia—a world center of technology and innovation—is a vastly different journey, and not nearly as widely covered. This book aims to change that. *Asian Founders at Work* is an essential compilation of in-depth, incisive interviews with over 20 top technopreneurs from the region. Authors Ezra Ferraz and Gracy Fernandez have gathered their exclusive conversations with business leaders: Min-Liang Tan (Razer), Maria Ressa (Rappler), Chatri Sityodtong (ONE Championship), Patrick Grove (iflix), and Khailee Ng (500 Startups) are just a few. Questions about early difficulties, fundraising, business pivots, strategic partnerships, exits via acquisition or IPO, and more are answered in great detail to shine a light on the founders' unique experiences. Learn directly from game-changers in their own voice. By documenting these stories, the authors have created the largest and most comprehensive record of successes to date. Whether you are an aspiring entrepreneur yourself, a business student wanting to become well-versed in international practices, or an owner looking to expand to the area, this book provides a thorough guide to the startup culture in Asia from the most knowledgeable sources possible. What You Will Learn Gain business knowledge of practices that are localized to Asia Become familiar with essential startup topics, including product development, user acquisition, recruiting, and fundraising Study individual companies and founders, and an overview of startup culture Who This Book Is For Those in the tech ecosystem in East, Southeast, and South Asia, including aspiring founders or current founders who have started their entrepreneurial journey. This book is also for people outside of Asia who have an interest in the region. Entrepreneurs or businesspeople can refer to this book as they consider expansion into the area. Researchers and readers can pick up this book if they are curious about the business landscape of Asia and want to hear directly from game-changing founders.

The Founder's Mentality

Ranked 100th among 190 countries for ease of doing business, India is not the choicest place for start-ups. Only a handful of founders have been able to beat the odds. What's in their journey that can be dissected and emulated? This curiosity led Nistha Tripathi to pursue these founders, including a couple of them from Silicon Valley, who rose from humble beginnings yet made a dent in the Indian start-up universe, including a couple of founders from the Silicon Valley. This book is a record of her 18-month odyssey. In her incisive one-on-one interviews with 15 ambitious founders from India, including Girish Mathrubootham, Nithin Kamath, Jaydeep Barman, Gaurav Munjal and Tarun Mehta among others, Nistha uncovers the decisions and insights that led these start-up founders to find their unique roadmap to success. One thing underlined all the stories—the founders' belief in 'No Shortcuts'. Read the never-heard stories of Freshworks, Faasos, Unacademy, Zerodha, Slideshare, Pulse, Aspiring Minds, Madhouse/Morpheus, Akosha, Ather Energy, Instablogs, Greyb, LikeaLittle, Wingify and Fashiate.

The Founders at Home: The Building of America, 1735-1817

Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

The Founder's Manual

In the past ten years, countless promising new startups have raised hordes of venture capital, leading business publications around the world to declare these companies' founders to be the entrepreneurial world's next Mark Zuckerberg or Steve Jobs. But then, time and time again reality hits. All of a sudden, or so it seems, the very same ventures that once seemed so poised to make their marks begin missing their stated milestones. Their clients and users fly the coop. Brand new competitors begin eating up their market share. And more often than not, they quietly declare bankruptcy or submit to a

sale that results in their eventual closure. If you're an entrepreneur, an investor, or even just a casual observer of startups, you no doubt know that startup failures are not the exceptions; they are the rules. You might even have a few opinions as to what alternate plans of action would have saved certain startups from their eventual demise. What you most likely do not know, however, is what, exactly, the founders of failed startups were thinking when their previously successful ventures turned into sinking ships. That's why, in *When Founders Fail*, Pedro Gairifo Santos sits down with 15 former founders of some of the world's most visible startup failures to learn from their perspective why their exhausted attempts at startup success just didn't work. What led Gowalla to be surpassed by Foursquare? Why did Iridium spend millions of development dollars to build a mobile phone that was four times larger and many times more expensive than the mobile phones that are available through every major cellular carrier? Why did Friendster fall into oblivion while Facebook became the social networking sites of choice? And why was Mint able to succeed in the personal financial management space while Wesabe was forced to close? Santos asks all of these questions and more in *When Founders Fail*. In doing so, he reveals insider insights on the lessons that some of the world's most auspicious entrepreneurial wunderkinds learned as they watched their previously successful companies disintegrate before their very eyes. Fascinating, compelling, and filled with never-before-told stories from the trenches of the entrepreneurial world, *When Founders Fail* is required reading for anyone who sees the value in avoiding and learning from the same traps that have ensnared countless entrepreneurs before them.

EMPOWERED

Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: should they go it alone, or bring in cofounders, hires, and investors to help build the business? More than just financial rewards are at stake. Friendships and relationships can suffer. Bad decisions at the inception of a promising venture lay the foundations for its eventual ruin. *The Founder's Dilemmas* is the first book to examine the early decisions by entrepreneurs that can make or break a startup and its team. Drawing on a decade of research, Noam Wasserman reveals the common pitfalls founders face and how to avoid them. He looks at whether it is a good idea to cofound with friends or relatives, how and when to split the equity within the founding team, and how to recognize when a successful founder-CEO should exit or be fired. Wasserman explains how to anticipate, avoid, or recover from disastrous mistakes that can splinter a founding team, strip founders of control, and leave founders without a financial payoff for their hard work and innovative ideas. He highlights the need at each step to strike a careful balance between controlling the startup and attracting the best resources to grow it, and demonstrates why the easy short-term choice is often the most perilous in the long term. *The Founder's Dilemmas* draws on the inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, while mining quantitative data on almost ten thousand founders. People problems are the leading cause of failure in startups. This book offers solutions.

How to Skimm Your Life

How to trade and make money in today's volatile market Making significant money in the stock market isn't a given. However, investors can greatly increase their odds of success by knowing the basics of how the market works and more importantly how to trade profitably in the market. *Stock Market Strategies That Work* goes far beyond other introductory books on the market, explaining in step-by-step detail the specific techniques, systems, methods, and indicators that veteran investors have used for years to prey on the unsuspecting average investor and fatten their own trading accounts. Jake and Elliott Bernstein use numerous charts and graphs to emphasize timing, entry and exit methods, trend analysis, risk management, and other higher-level topics. Methods covered in this unique introduction to profitable investing include: Risk management in today's volatile market Charting techniques to track the consistent big movers Finding key entry and exit points using technical analysis

Stock Market Strategies That Work

What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge." The goal of *EMPOWERED* is to provide you, as a leader of product management, product design, or engineering, with everything you'll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller *INSPIRED*, *EMPOWERED* tackles head-on the reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the "feature teams" used by most companies to build technology products recruiting and coaching the members of product teams, first to competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams *EMPOWERED* puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

Wisdom at Work

Axiom Business Book Award Silver Medalist in Leadership • Soundview Best Business Book A “Highest Rated CEO” who has transformed his organization into a billion-dollar company and a “Top Place to Work” shows leaders how truly prioritizing employees isn’t just good for employees—it’s good for business. Imagine a company where everybody loves to work, where employees feel not just “satisfied” but truly cared for, respected, and energized. Think of the impact this would have on recruitment, retention, customer satisfaction, innovation, and overall performance. Aron Ain, the award-winning CEO of Kronos, a global provider of workforce management and human capital management cloud solutions, believes that anything is possible when people are inspired. By embracing employee development and engagement as a growth strategy, Ain transformed his company’s culture and built a billion-dollar business. This book takes leaders and managers inside Kronos’s highly admired WorkInspired culture, showing them the surprisingly simple rules to follow to replicate that success. Ain’s inspiring guide reveals the best practices that have earned Kronos distinctions on coveted lists, such as Glassdoor’s 100 Best Places to Work, Fortune’s 100 Best Companies to Work For, Forbes’s America’s Best Employers, and the Boston Globe’s Top Places to Work. These include over-communicating and truth-telling, trusting your people again and again, holding managers accountable for being great at what they do, allowing employees flexible schedules and open vacation time, challenging your people to put the company out of business with new and revolutionary ideas, and welcoming back boomerang employees. Many executives talk about how “their people are their greatest asset.” Ain challenges leaders to “walk the talk” and put people first, whether they oversee a team of five or an organization of 500,000. When they do, employees won’t be the only ones who thank them. Customers and shareholders will, too.

Creativity, Inc.

In *Don’t Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth*, author and six-time second CEO Les Trachtman offers his expertise on the most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as “get it right” and “be careful” can have a detrimental effect on a company’s future by conveying that such imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to:

- Understand the metamorphosis required to transition from great founder to great CEO
- Know when, and if, it’s time to replace yourself
- Pick the right successor
- Prepare yourself and your company for the fragile transition
- Create a successful CEO transition
- Separate yourself from the company

There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.

Colonel Roosevelt

From a co-founder of Pixar Animation Studios—the Academy Award-winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. **NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal** Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the *Toy Story* trilogy, *Monsters, Inc.*, *Finding Nemo*, *The Incredibles*, *Up*, *WALL-E*, and *Inside Out*, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, *Toy Story* was released, changing animation forever. The essential ingredient in that movie’s success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don’t strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.
- It’s not the manager’s job to prevent risks. It’s the manager’s job to make it safe for others to take them.
- The cost of preventing errors is often far greater than the cost of fixing them.
- A company’s communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

Called to Create

In the tradition of Phil Knight's *Shoe Dog* comes the incredible untold story of how Netflix went from concept to company—all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought—leveraging the internet to rent movies—and was just one of many more and far worse proposals, like personalized baseball

bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair-with Hastings as the primary investor and Randolph as the CEO-founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty first century's most disruptive start up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world-even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.

The Everything Store

Peter Seibel interviews 15 of the most interesting computer programmers alive today in *Coders at Work*, offering a companion volume to Apress's highly acclaimed best-seller *Founders at Work* by Jessica Livingston. As the words "at work" suggest, Peter Seibel focuses on how his interviewees tackle the day-to-day work of programming, while revealing much more, like how they became great programmers, how they recognize programming talent in others, and what kinds of problems they find most interesting. Hundreds of people have suggested names of programmers to interview on the *Coders at Work* web site: www.codersatwork.com. The complete list was 284 names. Having digested everyone's feedback, we selected 15 folks who've been kind enough to agree to be interviewed: Frances Allen: Pioneer in optimizing compilers, first woman to win the Turing Award (2006) and first female IBM fellow Joe Armstrong: Inventor of Erlang Joshua Bloch: Author of the Java collections framework, now at Google Bernie Cosell: One of the main software guys behind the original ARPANET IMPs and a master debugger Douglas Crockford: JSON founder, JavaScript architect at Yahoo! L. Peter Deutsch: Author of Ghostscript, implementer of Smalltalk-80 at Xerox PARC and Lisp 1.5 on PDP-1 Brendan Eich: Inventor of JavaScript, CTO of the Mozilla Corporation Brad Fitzpatrick: Writer of LiveJournal, OpenID, memcached, and Perlbal Dan Ingalls: Smalltalk implementor and designer Simon Peyton Jones: Coinventor of Haskell and lead designer of Glasgow Haskell Compiler Donald Knuth: Author of *The Art of Computer Programming* and creator of TeX Peter Norvig: Director of Research at Google and author of the standard text on AI Guy Steele: Coinventor of Scheme and part of the Common Lisp Gang of Five, currently working on Fortress Ken Thompson: Inventor of UNIX Jamie Zawinski: Author of XEmacs and early Netscape/Mozilla hacker

The Founder's Dilemmas

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn't write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he'd been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess--like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire. Part manifesto and part playbook, *Wisdom@Work* ignites an urgent conversation about ageism in the workplace, calling on us to treat age as we would other type of diversity. In the process, Conley liberates the term "elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you've been forced to make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, *Wisdom@Work* will help you write your next chapter.

The Night of the Gun

"An engrossing story of audacious entrepreneurship and big-industry disruption, [this] is a tale for our times." —Charles Duhigg, author of *Smarter Faster Better* An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company's young CEO steers into increasingly uncharted waters. "A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption." —Rana Foroohar, Financial Times columnist and CNN global economic analyst

The Airbnb Story

“This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work.” —Seth Godin, author of *This is Marketing* “This book is a breath of fresh air. Read it now, and make sure your boss does too.” —Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg

When fast-scaling startups and global organizations get stuck, they call Aaron Dignan. In this book, he reveals his proven approach for eliminating red tape, dissolving bureaucracy, and doing the best work of your life. He's found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more. Is there any hope for a solution? Haven't countless business gurus promised the answer, yet changed almost nothing about the way we work? That's because we fail to recognize that organizations aren't machines to be predicted and controlled. They're complex human systems full of potential waiting to be released. Dignan says you can't fix a team, department, or organization by tinkering around the edges. Over the years, he has helped his clients completely reinvent their operating systems—the fundamental principles and practices that shape their culture—with extraordinary success. Imagine a bank that abandoned traditional budgeting, only to outperform its competition for decades. An appliance manufacturer that divided itself into 2,000 autonomous teams, resulting not in chaos but rapid growth. A healthcare provider with an HQ of just 50 people supporting over 14,000 people in the field—that is named the “best place to work” year after year.. And even a team that saved \$3 million per year by cancelling one monthly meeting. Their stories may sound improbable, but in *Brave New Work* you'll learn exactly how they and other organizations are inventing a smarter, healthier, and more effective way to work. Not through top down mandates, but through a groundswell of autonomy, trust, and transparency. Whether you lead a team of ten or ten thousand, improving your operating system is the single most powerful thing you can do. The only question is, are you ready?

Let My People Go Surfing

We were created by an infinitely creative God to reflect his love and character to the world. One way we do that is by continuing his creative work. In this energizing book, serial entrepreneur and bestselling author Jordan Raynor helps artists, entrepreneurs, writers, and other creatives reimagine our work as service to God and others, addressing such penetrating questions as - Is my work as a creative really as God-honoring as that of a pastor or missionary? - What does it look like to create not to make a name for myself but to glorify God and serve others? - How can I use my work to fulfill Jesus's command to create disciples? - Will what I make today matter in eternity? To answer these questions, Raynor shares compelling stories from an eclectic group of 40+ Christian entrepreneurs, including the founders of TOMS Shoes, Charity: Water, Chick-fil-A, In-N-Out Burger, Guinness, HTC, and Sevenly, as well as nontraditional entrepreneurs such as C. S. Lewis,

Johann Sebastian Bach, and J. R. R. Tolkien. Raynor's "show" rather than "tell," story-driven style makes you feel as if you are sitting at the feet of some of the godliest and most successful entrepreneurs of all time. Perfectly poised to reach today's growing creative class, this unique work restores God's position as the first entrepreneur, helping readers see the eternal value in the work they do today.

No Shortcuts

Presents a chronicle of the last ten years of Theodore Roosevelt's life to cover his African safaris, return to public life, involvement with the Progressive movement, campaign for president in 1912, and various brushes with death.

Don't Mess It Up

The definitive story of Amazon.com, one of the most successful companies in the world, and of its driven, brilliant founder, Jeff Bezos. Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store will be the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Founders at Work

#1 NEW YORK TIMES BESTSELLER • “I’ve read kind of all the books on this subject . . . and this is the one you want to read.”—Rachel Maddow Before Ukraine, before impeachment: This is the never-before-told inside story of the high-stakes, four-year-long investigation into Donald Trump’s Russia ties—culminating in the Steele dossier, and sparking the Mueller report—from the founders of political opposition research company Fusion GPS. Fusion GPS was founded in 2010 by Glenn Simpson and Peter Fritsch, two former reporters at The Wall Street Journal who decided to abandon the struggling news business and use their reporting skills to conduct open-source investigations for businesses and law firms—and opposition research for political candidates. In the fall of 2015, they were hired to look into the finances of Donald Trump. What began as a march through a mind-boggling trove of lawsuits, bankruptcies, and sketchy overseas projects soon took a darker turn:

The deeper Fusion dug, the more it began to notice names that Simpson and Fritsch had come across during their days covering Russian corruption—and the clearer it became that the focus of Fusion’s research going forward would be Trump’s entanglements with Russia. To help them make sense of what they were seeing, Simpson and Fritsch engaged the services of a former British intelligence agent and Russia expert named Christopher Steele. He would produce a series of memos—which collectively became known as the Steele dossier—that raised deeply alarming questions about the nature of Trump’s ties to a hostile foreign power. Those memos made their way to U.S. intelligence agencies, and then to President Barack Obama and President-elect Trump. On January 10, 2017, the Steele dossier broke into public view, and the Trump-Russia story reached escape velocity. At the time, Fusion GPS was just a ten-person consulting firm tucked away above a Starbucks near Dupont Circle, but it would soon be thrust into the center of the biggest news story on the planet—a story that would lead to accusations of witch hunts, a relentless campaign of persecution by congressional Republicans, bizarre conspiracy theories, lawsuits by Russian oligarchs, and the Mueller report. In *Crime in Progress*, Simpson and Fritsch tell their story for the first time—a tale of the high-stakes pursuit of one of the biggest, most important stories of our time—no matter the costs.

Start Small, Stay Small

A New York Times Book Review Editor's Pick *What Happens to Democracy When a Demagogue Comes to Power?* "It is hard to imagine understanding the Trump presidency and its significance without reading this book." —Bob Bauer, Former Chief Counsel to President Barack Obama *What—and who—is a demagogue? How did America’s Founders envision the presidency? What should a constitutional democracy look like—and how can it be fixed when it appears to be broken? Something is definitely wrong with Donald Trump’s presidency, but what exactly? The extraordinary negative reaction to Trump’s election—by conservative intellectuals, liberals, Democrats, and global leaders alike—goes beyond ordinary partisan and policy disagreements. It reflects genuine fear about the vitality of our constitutional system. The Founders, reaching back to classical precedents, feared that their experiment in mass self-government could produce a demagogue: a charismatic ruler who would gain and hold on to power by manipulating the public rather than by advancing the public good. President Trump, who has played to the mob and attacked institutions from the judiciary to the press, appears to embody these ideas. How can we move past his rhetoric and maintain faith in our great nation? In *The Demagogue’s Playbook*, acclaimed legal scholar Eric A. Posner offers a blueprint for how America can prevent the rise of another demagogue and protect the features of a democracy that help it thrive—and restore national greatness, for one and all. “Cuts through the hyperbole and hysteria that often distorts assessments of our republic, particularly at this time.” —Alan Taylor, winner of the 2014 Pulitzer Prize for History*

No Filter

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Glimmer of Hope

In this newly revised 10th anniversary edition, Yvon Chouinard--legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.--shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, *Let My People Go Surfing* is the story of a man who brought doing good and having grand adventures into the heart of his business life--a book that will deeply affect entrepreneurs and outdoor enthusiasts alike. "This is the story of an attempt to do more than change a single corporation--it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis." --From the Foreword by Naomi Klein, bestselling author of *This Changes Everything* From the Trade Paperback edition.

We Have Never Been Modern

Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! *Founders at Work: Stories of Startups' Early Days* is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and

Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

Lost and Founder

With the rise of science, we moderns believe, the world changed irrevocably, separating us forever from our primitive, premodern ancestors. But if we were to let go of this fond conviction, Bruno Latour asks, what would the world look like? His book, an anthropology of science, shows us how much of modernity is actually a matter of faith. What does it mean to be modern? What difference does the scientific method make? The difference, Latour explains, is in our careful distinctions between nature and society, between human and thing, distinctions that our benighted ancestors, in their world of alchemy, astrology, and phrenology, never made. But alongside this purifying practice that defines modernity, there exists another seemingly contrary one: the construction of systems that mix politics, science, technology, and nature. The ozone debate is such a hybrid, in Latour's analysis, as are global warming, deforestation, even the idea of black holes. As these hybrids proliferate, the prospect of keeping nature and culture in their separate mental chambers becomes overwhelming—and rather than try, Latour suggests, we should rethink our distinctions, rethink the definition and constitution of modernity itself. His book offers a new explanation of science that finally recognizes the connections between nature and culture—and so, between our culture and others, past and present. Nothing short of a reworking of our mental landscape. *We Have Never Been Modern* blurs the boundaries among science, the humanities, and the social sciences to enhance understanding on all sides. A summation of the work of one of the most influential and provocative interpreters of science, it aims at saving what is good and valuable in modernity and replacing the rest with a broader, fairer, and finer sense of possibility.

Crime in Progress

Little Brand Book

Starting a company is an irrational act. Most successful Founders bring a unique combination of drive, determination,

product knowledge, creative problem-solving skills, business acumen, stamina, and a keen sense of timing, to their fledgling enterprises. And the best of these know how to communicate with a variety of audiences by telling a great story. In the first section of this manual, author Ryan Frederick create a profile of the combination of skills, personality, and discipline that are common to successful Founders. A Founder has many audiences that compete for attention-The Core Team, Investors, Suppliers, and Customers to name a few. Each is critical to the success of a new enterprise and the ability to prioritize, communicate with them, and engage them at just the right time, is essential to the success of any start-up. With limited resources, failure to engage with any one of these important audiences at the right moment can be the difference between success and shutting down. The second section of the Founder's Manual focuses on strategy and the business decisions that go into moving from a concept to producing a deliverable and building a customer base. Here, Frederick focuses on defining a niche, becoming investable, finding customers, finding investors, working with accelerators, timing, and knowing limitations. Another important focus of this section is a Founder's role in establishing a culture that will ultimately define the enterprise, affect operations, and shape brand messaging as the organization evolves. The third section of this guidebook focuses on the process of creating a product that customers care about and will pay for. In addition to sound advice for managing your product and business relative to competing products, this section focuses on getting to know your customers, understanding the problem along with changing requirements, and designing solutions that customers will appreciate. It covers the important topics of timing, releasing early versions of a product, adding features, and keeping customers engaged throughout the process. In this essential guide, Ryan Frederick shares insights, gained from years spent working closely with start-up companies, will assist you in becoming a successful Founder.

Lean B2B

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.

That Will Never Work

Do you really know what makes you unique? And how to work it? Own it? Bring it? Well lucky for you, we do. And we have the playbook to show you exactly how to thrive in business, life, and relationships. Take the Brand Boss personality test to reveal your specific archetype and how this acumen applies to your life, your relationships, your career and your company. Are you a Catalyst, Coach or Crusader? Optimist or a Woo-er? Maven or Mastermind? Poet or a Prodigy? Just like there are 12 Astrological Signs, we share the 12 Personality Archetypes and then help you drill down to unlock yours. We’ll also introduce you to female entrepreneurs who embody each particular archetype—an “InfluenceHER”—to personally share their kick-ass success stories and inspire you to unleash your talents, brains, and vision to confidently strike out on your own. Little Brand Book offers support, tools and lessons to help women succeed in business and to create abundance for yourself, your family, your company, your employees and your customers.

Rework

Discusses the history of America's Founding Fathers through their words and actions but also through the architectural treasures of the homes they built while they conspired to change the world. 17,000 first printing.

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