Incorporate economic moat analysis for profitable investing. Why Moats Matter is a comprehensive guide to finding great companies with economic moats, or competitive advantages. This book explains the investment approach used by Morningstar, Inc., and includes a free trial to Morningstar's Research.

Economic moats—or sustainable competitive advantages—protect companies from competitors. Legendary investor Warren Buffett devised the concept of economic moats, which are the key to long-term business success. Moats allow companies to maintain pricing power, reduce competition, and sustain high returns on capital. Companies with economic moats have been the most successful of the most important business figures of the twentieth century. In this book, Kevin Maney tells the story of one of these business titans, Thomas J. Watson.

Watson was clearly a genius with a thousand helpers, yet he managed to build an institution that could transcend the genius. Watson's company, IBM, is one of the most famous high-tech companies of all time. The Maverick and His Machine is the first modern biography of this business titan. Maney secured exclusive access to hundreds of boxes of Watson's long-forgotten papers, and has produced the only complete picture of Watson the man and Watson the legendary business leader. These uncovered documents reveal new information about how Watson bet the company in the 1920s on tabulating machines—the forerunners to computers—and how he daringly beat the Great Depression of the 1930s. The documents also lead to new insights concerning the controversy that has followed Watson: his supposed collusion with Adolf Hitler's Nazi regime. Maney paints a vivid portrait of Watson, uncovers his motivations, and offers needed context on his mammoth role in the course of modern business history. Jim Collins, author of the bestsellers Good to Great and Built to Last, writes in the Foreword to Maney's book: "Leaders like Watson are like forces of nature—almost terrifying in their release of energy and unpredictable volatility, but underneath they still adhere to certain patterns and principles. The patterns and principles might be hard to see amidst the melee, but they are there nonetheless. It takes a gifted person of insight to highlight those patterns, and that is exactly what Kevin Maney does in this book." The Maverick and His Machine also includes never-before-published photos of Watson from IBM's archives, showing Watson in greater detail than any book ever has before. Essential reading for every businessperson, tech junkie, and IBM follower, the book is also full of the kind of personal detail and reconstructed events that make it a page-turning story for general readers. The Maverick and His Machine is poised to be one of the most important business biographies in years. Kevin Maney is a nationally syndicated, award-winning technology columnist for USA Today, where he has been since 1985. He is the author of Wiley's MEGAMEDIA SHAKEOUT: The Inside Story of the Leaders and the Losers in the Exploding Communications Industry, which was a Business Week Bestseller. Residence: Clifton, VA. "Watson was clearly a genius with a thousand helpers, yet he managed to build an institution that could transcend the genius."--from the Foreword by Jim Collins "Like all great biographers, Kevin Maney gives us an engaging story. . . his fascinating and definitive book about IBM's founder is replete with amazing revelations and character lessons that resonate today."--Rosabeth Moss Kanter, Harvard Business School, bestselling author of Evolve! and When Giants Learn to Dance
economic moat concept. Morningstar has made it the foundation of a successful stock-investing philosophy. Morningstar views investing in the most fundamental sense: For Morningstar, investing is about holding shares in great businesses for long periods of time. How can investors tell a great business from a poor one? A great business can fend off competition and earn high returns on capital for many years to come. The key to finding these great companies is identifying economic moats that stem from at least one or five sources of competitive advantage—cost advantage, intangible assets, switching costs, efficient scale, and network effect. Each source is explored in depth throughout this book. Even better than finding a great business is finding one at a great price. The stock market affords virtually unlimited opportunities to track prices and buy or sell securities at any hour of the day or night. But looking past that noise and understanding the value of a business's underlying cash flows is the key to successful long-term investing. When investors focus on a company's fundamental value relative to its stock price, and not where the stock price sits today versus a month ago, a day ago, or five minutes ago, investors start to think like owners, not traders. And thinking like an owner will make readers better investors. The book provides a fundamental framework for successful long-term investing. The book helps investors answer two key questions: How can investors identify a great business, and when should investors buy that business to maximize return? Using fundamental moat and valuation analysis has led to superior risk-adjusted returns and made Morningstar analysts some of the industry's top stock-pickers. In this book, Morningstar shares the ins and outs of its moat-driven investment philosophy, which readers can use to identify great stock picks for their own portfolios.

The Future of Healthcare

The secret to leading growth is your mindset Snowflake CEO Frank Slootman is one of the tech world's most accomplished executives in enterprise growth, having led Snowflake to the largest software IPO ever after leading ServiceNow and Data Domain to exponential growth and the public market before that. In Amp It Up: Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating Intensity, he shares his leadership approach for the first time. Amp It Up delivers an authoritative look at what it takes to transform an organization for maximum growth and scale. Slootman shows that most leaders have significant room to improve their organization's performance without making expensive changes to their talent, structure, or fundamental business model—and they don't need to bring in an army of consultants to do it. What they do need is to align people around what matters and execute with urgency and intensity every day. Leading for unprecedented growth means declaring war on mediocrity, breaking the status quo, and making conflicted choices daily, all with a relentless focus on the mission. Amp It Up provides the first principles to guide that change, and the tactical advice for organizing a company around them. Perfect for executives, entrepreneurs, founders, managers, and leaders of all kinds, Amp It Up is a must-read resource for anyone who seeks to unleash the growth potential of a company and scale it to heights they never thought possible.

Trade-Off

The Two-Second Advantage

New in Paperback! The book non-designers can count on for creating winning designs Do you want a concise how-to book on graphic design that avoids all the theory and just gets down to the nuts and bolts of getting a project done? Then this book is for you. It includes hundreds of projects for logos, letterheads, businesses cards, and newsletters that even the most design-challenged individual can accomplish easily with impressive results. The templates are here—all you have to do is follow the easy-to-understand recipes for executing the projects. There's no guessing involved. Project recipes cover setting dimensions for page layouts; recommendations for type and point size; color ideas; paper information; sources for graphics and photographs; and a complete production guide. This book is the one sure thing every non-designer can count on to create winning designs.

Patient No Longer

We face a crisis of trust because people feel there is no longer any truth. Singh and Luthra have written a highly-readable analysis of how it happened and how we might return truth to its necessary prominence in a social media-infused society. An urgently needed book. - David Kirkpatrick, author of The Facebook Effect and founder of Techonomy Media The new world of information is overwhelming, but it is not insurmountable. In Savvy, Shiv and Rohini offer hope - and important practical advice - for professionals trying to navigate amidst the chaos. This is a smart and useful book for anyone trying to gain a firmer footing in the Information Age. - Tom Nichols, author of The Death of Expertise and Professor of National Security Affairs at the US Naval War College Fake news is nothing new. Technology has turbo-charged its spread leaving us inundated with misrepresentations, exaggerations, and outright lies. Finding the truth is like searching for a needle in a haystack. We are in a crisis of trust—no longer knowing who or what to believe. In the post-trust era, so much is out of our control, and yet there are ways in which we can inoculate ourselves. Savvy is a book about the human glitches that cause us to fall for alternative facts and what we can do to override them. In Savvy, we meet the social scientists who questioned the behavior of Nazi war criminals, Ivy League football fans, John F. Kennedy and more to better understand why human beings often suspend critical judgement and readily fall for fakeness. We also meet current CEOs, politicians, media moguls and artificial intelligence engines to examine why we put our trust in people, organizations and information that is biased (or blatantly deceptive) while doubting credible sources. Through examples from today's political and business headlines, Savvy guides you out of the post-trust era and includes science and analysis that makes you more informed and savvy in the business world and your personal life.
Unscaled

“This book discusses the compelling reasons consumer-centric healthcare is so crucial and how healthcare leaders can work to build health systems focused on it”--

The Law of Torts in Singapore

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society -- the economies of scale -- on its head. An innovative trend combining technology with economics is unraveling behemoth industries -- including corporations, banks, farms, media conglomerates, energy systems, governments, and schools that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and “renting” technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world’s greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today’s leaders must address.

Design-it-Yourself Graphic Workshop

A pioneering venture capitalist lays out an actionable framework for founders and executives on how to create innovative companies built for growth and for societal good that withstand the test of time. The Milton Friedman philosophy that companies exist only to increase shareholder value is dead and buried. The old Silicon Valley tenets of “move fast and break things,” minimum viable products, and hyper engagement at any cost must be replaced with new principles for an era of responsible innovation. We can no longer manage businesses solely for growth. With innovation comes responsibility: to generate returns beyond profits and to recenter technology as a force for good in the world. This requires a shift in the way organizations approach and value work. A company’s mindset—its intent to do good, avoid harmful consequences, and innovate responsibly—is not enough. That mindset must be supported by a business model, a mechanism that leaders must intentionally and proactively build along with the company from the ground up, one that incentivizes and rewards the organization for fulfilling its intentions. Companies need a new set of KCIs, or key consequence indicators, that measure factors such as its impact on customers’ energy consumption, whether its product is being used equally across socioeconomic groups, or if it is actually solving the social problem it is addressing. Not only is this the right thing to do—increasingly, it is what customers, employees, and shareholders demand of business. In this inspiring, practical, and actionable guide, Hemant Taneja: lays out the argument for why a new model of company building and leadership is necessary—and how it can lead to better performance explores why social-good businesses are some of the greatest opportunities today, detailing examples of billion-dollar startups that are addressing inequality, climate change, systemic societal problems, and chronic disease—all while generating profit and positive shareholder returns provides a topic-by-topic road map that addresses business models, artificial intelligence, ethical growth, culture, governance, and good citizenship Intended Consequences is designed as the ultimate playbook for founders, entrepreneurs, leadership teams, and investors on how to build and maintain a responsible innovation company.

Layout

Bowser the Hound, outsmarted so often by Old Man Coyote, is taken advantage of once again when the coyote leads him on a long chase that ends far from the canine’s home.

UnHealthcare: A Manifesto for Health Assurance

The Humane Economy

A pioneering venture capitalist provides an actionable framework for founders and executives to create innovative, enduring companies built for growth and for societal good. The Milton Friedman philosophy that companies exist only to increase shareholder value is dead and buried. The old Silicon Valley tenets of “move fast and break things,” minimum viable products, and hyper engagement at any cost must be replaced with new principles for an era of responsible innovation. We can no longer manage businesses solely for growth. With innovation comes responsibility: to generate returns beyond profits and to recenter technology as a force for good in the world. This requires a shift in the way organizations approach and value work. A company’s mindset—its intent to do good, avoid harmful consequences, and innovate responsibly—is not enough. That mindset must be supported by a business model,
a mechanism that leaders must intentionally and proactively build along with the company from the ground up, one that incentivizes and rewards the organization for fulfilling its intentions. Companies need a new set of KCIs, or key consequence indicators, that measure factors such as its impact on customers’ energy consumption, whether its product is being used equally across socioeconomic groups, or if it is actually solving the social problem it is addressing. Not only is this the right thing to do—increasingly, it is what customers, employees, and shareholders demand of business. In this inspiring, practical, and actionable guide, Hemant Taneja lays out the argument for why a new model of company building and leadership is necessary—and how it can lead to better performance explores why social-good businesses are some of the greatest opportunities today, detailing examples of billion-dollar startups that are addressing inequality, climate change, systemic societal problems, and chronic disease—all while generating profit and positive shareholder returns presents a topic-by-topic road map that addresses business models, artificial intelligence, ethical growth, culture, governance, and good citizenship Intended Consequences is designed as the ultimate playbook for founders, entrepreneurs, leadership teams, and investors on how to build and maintain a responsible innovation company.

Unscaled

Amp It Up

Digital transformation is inevitable, for organisations who seek to remain relevant in the future. The objective of any digital transformation is to innovatively apply the technology stack to reinvent the organisation and the way in which it will engage with the customer to deliver value to them. Given that each organisation has a unique DNA with distinctive aspirations, the digital journey need to be individually crafted with clear purpose, technology choices, and implementation specifics. Leaders will be called upon to take well-informed and deliberative decisions that have enormous implications and could very well define the future of the organisation. This book provides the necessary framework to assist leaders define their transformation agenda and execution specifics. Authors present an integrated approach, covering technological, strategic and organisational perspectives, while pointing out the decisions that need to be considered at various milestones during the digital transformation journey. This is an essential handbook for the industry leaders and transformation professionals as they embark on the digital transformation journey.

Intended Consequences: How to Build Market-Leading Companies with Responsible Innovation

A Fresh and Important New Way to Understand Why We Buy Why did the RAZR ultimately ruin Motorola? Why does Wal-Mart dominate rural and suburban areas but falter in large cities? Why did Starbucks stumble just when it seemed unstoppable? The answer lies in the ever-present tension between fidelity (the quality of a consumer’s experience) and convenience (the ease of getting and paying for a product). InTrade-Off,Kevin Maney shows how these conflicting forces determine the success, or failure, of new products and services in the marketplace. He shows that almost every decision we make as consumers involves a trade-off between fidelity and convenience—between the products we love and the products we need. Rock stars sell out concerts because the experience is high in fidelity—it can’t be replicated in any other way, and because of that, we are willing to suffer inconvenience for the experience. In contrast, a downloaded MP3 of a song is low in fidelity, but consumers buy music online because it’s superconvenient. Products that are at one extreme or the other—those that are high in fidelity or high in convenience—tend to be successful. The things that fall into the middle—products or services that have moderate fidelity and convenience—fail to win an enthusiastic audience. Using examples from Amazon and Disney to People Express and the invention of the ATM, Maney demonstrates that the most successful companies skew their offerings to either one extreme or the other—fidelity or convenience—in shaping products and building brands. From the Hardcover edition.

Architecture of Deals

Learn how to take your company to the next level of growth through the stories of over 500 successful entrepreneurs. Developed by the Kauffman Center for Entrepreneurial Leadership, this flagship book introduces a new series on managing growth. The authors expertly guide you through the three stages of entrepreneurial growth: initial growth, rapid growth, and continuous growth. Personal stories told by successful entrepreneurs reveal the hows and whys of evolving as a leader at each stage, identifying red flags, vital signs, and secrets of sustained growth. Become a dynamic leader by using this book as your roadmap to entrepreneurial success.

Play Bigger

In UniHealthcare, Silicon Valley entrepreneur and investor Hemant Taneja and Jefferson Health CEO Stephen Klasko, along with writer Kevin Maney, make a provocative case for a new data-driven, cloud-based category of healthcare called "health assurance." The authors show how health assurance can be built using today’s technology, how it will help us all stay healthier at less cost, and how data from health assurance services can help
individuals and officials contain and manage deadly virus outbreaks such as Covid-19. More than just a thesis, UnHealthcare is a guide to how entrepreneurs, healthcare professionals, and policymakers can bring health assurance to the mainstream and finally develop a solution to America's healthcare debacle.

Bowser the Hound

The world is in the midst of a transformation in the nature of work, as smart machines, artificial intelligence, new technologies, and global competition remake how people do their jobs and pursue their careers. The Work Ahead focuses on how to rebuild the links among work, opportunity, and economic security for all Americans.

Savvy

What makes a great CEO, statesman, performer or sportsman is their ability to anticipate events before they happen to predict where a business trend - even a football - is going a split second before anyone else. The Two-Second Advantage explores the science behind the ways our brains act as predictive machines and shows how you too can learn the skills to put yourself those vital seconds ahead of the competition. And now technology is becoming just as skilful - anticipating what customers want before they know, traffic jams before they occur, and snags even before the problems happen. Computers too are learning how to 'think' and help us be ahead. Success comes from predicting the future with the right information and the right help just a fraction before anyone else. So here's how to give yourself The Two-Second Advantage.

Making the World Work Better

Tan Sook Yee's Principles of Singapore Land Law

Artificial intelligence touches nearly every part of your day. While you may initially assume that technology such as smart speakers and digital assistants are the extent of it, AI has in fact rapidly become a general-purpose technology, reverberating across industries including transportation, healthcare, financial services, and many more. In our modern era, an understanding of AI and its possibilities for your organization is essential for growth and success. Artificial Intelligence Basics has arrived to equip you with a fundamental, timely grasp of AI and its impact. Author Tom Taulli provides an engaging, non-technical introduction to important concepts such as machine learning, deep learning, natural language processing (NLP), robotics, and more. In addition to guiding you through real-world case studies and practical implementation steps, Taulli uses his expertise to expand on the bigger questions that surround AI. These include societal trends, ethics, and future impact AI will have on world governments, company structures, and daily life. Google, Amazon, Facebook, and similar tech giants are far from the only organizations on which artificial intelligence has had—and will continue to have—an incredibly significant result. AI is the present and the future of your business as well as your home life. Strengthening your prowess on the subject will prove invaluable to your preparation for the future of tech, and Artificial Intelligence Basics is the indispensable guide that you've been seeking.

What You Will Learn
- Study the core principles for AI approaches such as machine learning, deep learning, and NLP (Natural Language Processing)
- Discover the best practices to successfully implement AI by examining case studies including Uber, Facebook, Waymo, UiPath, and Stitch Fix
- Understand how AI capabilities for robots can improve business
- Deploy chatbots and Robotic Processing Automation (RPA) to save costs and improve customer service
- Avoid costly gotchas
- Recognize ethical concerns and other risk factors of using artificial intelligence
- Examine the secular trends and how they may impact your business

Who This Book Is For
- Readers without a technical background, such as managers, looking to understand AI to evaluate solutions.

Strategic Management

'That nickname . . . "Little bird." It wasn't mine. I found out later he gave it to every little girl that came in to be injected. "Little Bird" didn't mean anything. It was a trick. There were thousands of "little birds", just like me, all thinking they were the only one.' As a reporter, Jacques Peretti has spent his life investigating important stories. But there was one story, heard in scattered fragments throughout his childhood, that he never thought to investigate. The story of how his mother survived Auschwitz. In the few last months of the Second World War, thirteen-year-old Alina Peretti, along with her mother and sister, was one of thirteen thousand non-Jewish Poles sent to Auschwitz. Her experiences there cast a shadow over the rest of her life. Now ninety, Alina has been diagnosed with dementia. Together, mother and son begin a race against time to record her memories and preserve her family's story. Along the way, Jacques learns long-hidden secrets about his mother's family. He gains an understanding of his mother through retracing her past, learning more about the woman who would never let him call her 'Mum'.

Artificial Intelligence Basics
Throughout the twentieth century, technology and economics drove a dominant logic: bigger was almost always better. It was smart to scale up — to take advantage of classic economies of scale. But in the unscaled economy, "A thought-provoking look at the technology that is changing the world of business and the benefits, pitfalls, and challenges for society as a whole." - Kenneth I. Chenault, former chief executive officer, American Express Company

**Unscaled**

**High on Arrival**

A personal growth roadmap guiding you into the future of relationships in work, life, play, and giving. Countless new forces will shape the future, so the strategic relationships we form in these areas of life are, of necessity, changing. This book will show you how to move into the future and dramatically alter your growth trajectory in both its direction and ultimate destination. David Nour, the author of Relationship Economics and a top thought leader on business relationships, has identified 15 forces that will heavily influence what we do and how and where we engage our current and prospective relationships to create value and make a difference in the lives of others. This book aims to provide you with a step-by-step guide for personal, professional, and organizational growth. The author highlights how certain relationships enable a non-linear growth trajectory. These relationships, in addition to augmenting what we can accomplish, often shape who we become. These relationships are "curve benders," and this book will show you who and where they are, how to find and engage them, and, equally valuable, how you can become a curve bender to impact the lives and livelihoods of others profoundly. Gain insight into the value of your current strategic relationships and how they help you achieve your work, life, and giving goals. Reconceptualize relationships to identify the people with the power, not only to help you achieve but to change who you become. Learn how to become a "curve bender" who makes an outsized impact in the lives of others. Become better at finding and engaging people, navigating the 15 forces that are reshaping our world. This book is about strategic relationship planning, personal growth, and, ultimately, about you. Read Curve Benders to launch yourself into your best future.

**On Our Terms**

A major new exploration of the economics of animal exploitation and a practical roadmap for how we can use the marketplace to promote the welfare of all living creatures, from the renowned animal-rights advocate Wayne Pacelle, President/CEO of the Humane Society of the United States and New York Times bestselling author of The Bond. In the mid-nineteenth century, New Bedford, Massachusetts was the whaling capital of the world. A half-gallon of sperm oil cost approximately $1,400 in today's dollars, and whale populations were hunted to near extinction for profit. But with the advent of fossil fuels, the whaling industry collapsed, and today, the area around New Bedford is instead known as one of the best places in the world for whale watching. This transformation is emblematic of a new sort of economic revolution, one that has the power to transform the future of animal welfare. In The Humane Economy, Wayne Pacelle, President/CEO of the Humane Society of the United States, explores how our everyday economic decisions impact the survival and wellbeing of animals, and how we can make choices that better support them. Though most of us have never harpooned a sea creature, clubbed a seal, or killed an animal for profit, we are all part of an interconnected web that has a tremendous impact on animal welfare, and the decisions we make—whether supporting local, not industrial, farming; adopting a rescue dog or a shelter animal instead of one from a "puppy mill"; avoiding products that compromise the habitat of wild species; or even seeing Cirque du Soleil instead of Ringling Brothers—do matter. The Humane Economy shows us how what we do everyday as consumers can benefit animals, the environment, and human society, and why these decisions can make economic sense as well.

**Intended Consequences: How to Build Market-Leading Companies with Responsible Innovation**

"A thought-provoking look at the technology that is changing the world of business and the benefits, pitfalls, and challenges for society as a whole." - Kenneth I. Chenault, former chief executive officer, American Express Company

Throughout the twentieth century, technology and economics drove a dominant logic: bigger was almost always better. It was smart to scale up - to take advantage of classic economies of scale. But in the unscaled economy,
size and scale have become a liability. Today's most successful companies - Uber, Airbnb, Amazon, Salesforce - have defied the traditional 'economies of scale' approach by renting scale instead of spending vast amounts of money building it. And a new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, enabling them to grow big without the bloated cost of giant organizations. In Unscaled, Hemant Taneja convincingly shows how the unscaled economy is remaking massive, deeply-rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies and resourceful individuals. Beyond that, it can be the model for solving some of the world's greatest problems, including climate change and soaring healthcare costs, potentially reversing many of the ills brought on by mass industrialization. The unscale wave has only just started. To succeed in business today, companies, CEOs and leaders everywhere must unlearn what they have been taught - they must embrace an unscaled mindset.

Curve Benders

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society - the economies of scale - on its head. An innovative trend combining technology with economics is unraveling behemoth industries - including corporations, banks, media conglomerates, energy systems, governments, and schools - that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloated cost of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

The Maverick and His Machine

The Work Ahead


Leading at the Speed of Growth

Not long before her fiftieth birthday, Mackenzie Phillips walked into Los Angeles International Airport. She was on her way to a reunion for One Day at a Time, the hugely popular 70s sitcom on which she once starred as the lovable rebel Julie Cooper. Within minutes of entering the security checkpoint, Mackenzie was in handcuffs, arrested for possession of cocaine and heroin. Born into rock and roll royalty, flying in Learjets to the Virgin Islands at five, making pot brownies with her father's friends at eleven, Mackenzie grew up in an all-access kingdom of hippie freedom and heroin cool. It was a kingdom over which her father, the legendary John Phillips of The Mamas & the Papas, presided, often in absentia, as a spellbinding, visionary phantom. When Mackenzie was a teenager, Hollywood and the world took notice of the charming, talented, precocious child actor after her star-making turn in American Graffiti. As a young woman she joined the nonstop party in the hedonistic pleasure dome her father created for himself and his fellow revelers, and a rapt TV audience watched as Julie Cooper wasted away before their eyes. By the time Mackenzie discovered how deep and dark her father's trip was going, it was too late. And as an adult, she has paid dearly for a lifetime of excess, working tirelessly to reconcile a wonderful, terrible past in which she succumbed to the power of addiction and the pull of her magnetic father. As her astounding, outrageous, and often tender life story unfolds, the actor-musician-mother shares her lifelong battle with personal demons and near-fatal addictions. She overcomes seemingly impossible obstacles again and again and journeys toward redemption and peace. By exposing the shadows and secrets of the past to the light of day, the star who turned up High on Arrivalhas finally come back down to earth -- to stay.
Unscaled

From former Goldman Sachs investment bankers, brothers, and stars of the syndicated television show Hatched comes a practical playbook for aspiring entrepreneurs, filled with unconventional yet accessible advice for making the most out of your business. Courtney and Carter Reum have years of experience as successful entrepreneurs and investment bankers, from helping to drive the success of Lyft, Pinterest, Warby Parker, and ClassPass, to founding VEEV Spirits from the ground up. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand method for maximizing your business ventures. Shortcut Your Startup is a comprehensive yet accessible playbook for aspiring entrepreneurs. Complete with personal anecdotes and real-life advice from the business playing field, this book outlines Courtney and Carter’s ten key “Startup Switchup Shortcuts” that flip traditional advice on its head.

Little Bird of Auschwitz

Thomas J Watson Sr’s motto for IBM was THINK, and for more than a century, that one little word worked overtime. In Making the World Work Better: The Ideas That Shaped a Century and a Company, journalists Kevin Maney, Steve Hamm, and Jeffrey M. O’Brien mark the Centennial of IBM’s founding by examining how IBM has distinctly contributed to the evolution of technology and the modern corporation over the past 100 years. The authors offer a fresh analysis through interviews of many key figures, chronicling the Nobel Prize-winning work of the company’s research laboratories and uncovering rich archival material, including hundreds of vintage photographs and drawings. The book recounts the company’s missteps, as well as its successes. It captures moments of high drama— from the bet-the-business gamble on the legendary System/360 in the 1960s to the turnaround from the company’s near-death experience in the early 1990s. The authors have shaped a narrative of discoveries, struggles, individual insights and lasting impact on technology, business and society. Taken together, their essays reveal a distinct mindset and organizational culture, animated by a deeply held commitment to the hard work of progress. IBM engineers and scientists invented many of the building blocks of modern information technology, including the memory chip, the disk drive, the scanning tunneling microscope (essential to nanotechnology) and even new fields of mathematics. IBM brought the punch-card tabulator, the mainframe and the personal computer into the mainstream of business and modern life. IBM was the first large American company to pay all employees salaries rather than hourly wages, an early champion of hiring women and minorities and a pioneer of new approaches to doing business— with its model of the globally integrated enterprise. And it has had a lasting impact on the course of society from enabling the US Social Security System, to the space program, to airline reservations, modern banking and retail, to many of the ways our world today works. The lessons for all businesses — indeed, all institutions — are powerful: To survive and succeed over a long period, you have to anticipate change and to be willing and able to continually transform. But while change happens, progress is deliberate. IBM — deliberately led by a pioneering culture and grounded in a set of core ideas — came into being, grew, thrived, nearly died, transformed itself... and is now charting a new path forward for its second century toward a perhaps surprising future on a planetary scale.

Why Moats Matter

Singapore Law

Our healthcare system is prohibitively expensive. Fortunately, artificial intelligence, big data, machine learning, blockchain, the internet of things and wearable technologies are revolutionizing the way that we look at healthcare. The future of healthcare is coming. This is what it looks like.

Neue Wettbewerbspolitik im 21. Jahrhundert

In today’s world, it’s no longer enough to create great new products; rather companies now must create whole new categories that destroy old ones. Uber created a new personal transportation category and destroyed taxis and limos. Salesforce.com created a new category of cloud-base sales automation, dethroning the old CRM industry. Airbnb, Workday, Tesla and Netflix are all winning by creating entirely new business categories that destabilize old ones. The category is the new strategy. The conclusion: If you want to build a legendary company, you need to design and build a legendary category at the same time, and dominate it over time. Your company needs to be a Category King. And if you don't design a Category King, you're creating a failure. Drawing on examples from within and beyond our own practice, PLAY BIGGER shows both entrepreneurs and established enterprises how to define, develop and rule a category over time.
Applied Corporate Finance

Emerging Work Trends in Urban India

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