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*Warren Buffett built Berkshire Hathaway into something remarkable— and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund*

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*manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's*

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*fortune and reputation grew over  
time, Loomis used her unique  
insight into Buffett's thinking to  
chronicle his work for Fortune,  
writing and proposing scores of  
stories that tracked his many  
accomplishments—and also his*

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*occasional mistakes. Now Loomis  
has collected and updated the  
best Buffett articles Fortune  
published between 1966 and  
2012, including thirteen cover  
stories and a dozen pieces  
authored by Buffett himself.*

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*Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management,*

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*philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles*

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*the Equity Investor.” Andrew Tobias’s 1983 article “Letters from Chairman Buffett,” the first review of his Berkshire Hathaway shareholder letters. Buffett’s stunningly prescient 2003 piece about derivatives, “Avoiding a*



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*Mega-Catastrophe.” His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids “enough money so they would feel they could do anything, but not so much that they could do*

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nothing.” Bill Gates’s 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work’s combination of trust between two friends, the

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*writer's deep understanding of  
Buffett's world, and a very long-  
term perspective.*

*For those who have suffered the  
loss of a loved one, here are  
strength and thoughtful words to  
inspire and comfort.*

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*In this updated second edition, well-known investment author Hagstrom explores basic and fundamental investing concepts in a range of fields outside of economics, including physics, biology, sociology, psychology,*

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*philosophy, and literature.  
From composer, musician,  
philanthropist--and son of Warren  
Buffett--comes a warm, wise, and  
inspirational book that expounds  
on the strong set of values given  
to him by his trusting and*

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*broadminded mother, his  
industrious and talented father,  
and the many life teachers he has  
met along the way.*

*Anatomy of the Bear  
Twelve Classic Tales from the  
World of Wall Street*

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*One Thousand Ways to Make  
\$1000*

*Portions Descriptive of the  
Amsterdam Stock Exchange  
Monkey Business  
or A Good Hard Look at Wall  
Street*

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*The Next Age of Uncertainty*

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover a



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history of capitalism in the  
United States told through  
12 distinct narratives. You  
will also discover : the  
causes of the spectacular  
bank crash of 1962; behind  
the scenes of the commercial  
sinking of the Ford Edsel;

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Street;  
the impressive rise of  
Xerox; the fate of the U.S.  
tax system; the mysteries of  
the scandals that punctuated  
the history of General  
Electric and Texas Gulf  
Sulphur. "The Business  
Adventures" is a collection

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of anecdotes about American financial blunders through the ages. This book takes up, one by one, and in the form of short stories, the various errors and incongruities of the economic history of the

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United States, and underlines the importance of the human element within companies. The portraits of the latter, put end-to-end, draw the outlines of a fresco of America. \*Buy now the summary of this book for

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the modest price of a cup of  
coffee!

A New York Times  
bestseller/Washington Post  
Notable Book of 2017/NPR  
Best Books of 2017/Wall  
Street Journal Best Books of  
2017 "This book will serve

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as the definitive guide to  
the past and future of  
health care in  
America.”—Siddhartha  
Mukherjee, Pulitzer Prize-  
winning author of The  
Emperor of All Maladies and  
The Gene At a moment of

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drastic political upheaval,  
An American Sickness is a  
shocking investigation into  
our dysfunctional healthcare  
system - and offers  
practical solutions to its  
myriad problems. In these  
troubled times, perhaps no

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institution has unraveled more quickly and more completely than American medicine. In only a few decades, the medical system has been overrun by organizations seeking to exploit for profit the trust



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that vulnerable and sick Americans place in their healthcare. Our politicians have proven themselves either unwilling or incapable of reining in the increasingly outrageous costs faced by patients, and

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market-based solutions only seem to funnel larger and larger sums of our money into the hands of corporations. Impossibly high insurance premiums and inexplicably large bills have become facts of life;

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fatalism has set in. Very quickly Americans have been made to accept paying more for less. How did things get so bad so fast? Breaking down this monolithic business into the individual industries—the hospitals,

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doctors, insurance companies, and drug manufacturers—that together constitute our healthcare system, Rosenthal exposes the recent evolution of American medicine as never before. How did healthcare,

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the caring endeavor, become  
healthcare, the highly  
profitable industry?  
Hospital systems, which are  
managed by business  
executives, behave like  
predatory lenders, hounding  
patients and seizing their

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homes. Research charities  
are in bed with big  
pharmaceutical companies,  
which surreptitiously profit  
from the donations made by  
working people. Patients  
receive bills in code, from  
entrepreneurial doctors they

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never even saw. The system is in tatters, but we can fight back. Dr. Elisabeth Rosenthal doesn't just explain the symptoms, she diagnoses and treats the disease itself. In clear and practical terms, she spells

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out exactly how to decode  
medical doublespeak, avoid  
the pitfalls of the  
pharmaceuticals racket, and  
get the care you and your  
family deserve. She takes  
you inside the doctor-  
patient relationship and to



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hospital C-suites,  
explaining step-by-step the  
workings of a system badly  
lacking transparency. This  
is about what we can do, as  
individual patients, both to  
navigate the maze that is  
American healthcare and also

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to demand far-reaching reform. An American Sickness is the frontline defense against a healthcare system that no longer has our well-being at heart.

PLEASE NOTE: This is a summary of the book and NOT

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the original book. Business  
Adventures by John Brooks -  
A 30-Minute Instaread  
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Tales from the World of Wall  
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entire book • Introduction

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to the important people in  
the book • Summary and  
analysis of all the chapters  
in the book • Key Takeaways  
of the book • A Reader's  
Perspective Preview of this  
summary: Chapter 1 The  
concept of the stock market

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was invented in Amsterdam in 1611, as chronicled in a book published in 1688 by stock trader Joseph de la Vega. His insights into trading remain remarkably relevant today. He coined the term “antiperistalsis”

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to describe when the market reverses course, then reverses course again. Even back then, de la Vega found that brokers were creative in trying to find reasons for why stocks behave the way they do. The mini-stock

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market crash that took place  
on May 28, 1962, did not  
last long, but offers some  
fascinating insight into the  
way the market works. The  
causes of the crash, at the  
time the worst since 1929,  
remain somewhat elusive. One

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possibility was individual investors, particularly wealthy investors not connected to the securities business. However, it also appeared to be the large number of rural, female and foreign investors who had



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been playing the market with  
borrowed money and were  
forced to pay on margin  
calls. There were also  
problems related to the  
mechanical delay in  
recording and reporting  
trades via the ticker due to

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the sheer volume of transactions. Customers could not really know what the prices were when they tried to sell stocks. No matter the cause, the loss was large at more than \$20 billion...

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The Go-Go Years "The Go-Go Years is not to be read in the usual manner of Wall Street classics. You do not read this book to see our presentsituation reenacted in the past, with only the names changed. Youread it

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because it is a wonderful description of the way things were in a different time and place." --From the Foreword by Michael Lewis  
The Go-Go Years is the harrowing and humorous story of the growth stocks of the

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1960s and how their meteoric rise caused a multitude of small investors to thrive until the devastating market crashes in the 1970s. It was a time when greed drove the market and fast money was being made and

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lost as the "go-go" stocks surged and plunged. Included are the stories of such high-profile personalities as H. Ross Perot who lost \$450 million in one day, Saul Steinberg's attempt to take over Chemical Bank, and the

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fallof America's "Last  
Gatsby," Eddie Gilbert.  
Praise for The Go-Go Years  
"Those for whom the stock  
market is mostly a spectator  
sportwill relish the book's  
verve, color, and  
memorableone-liners." --New

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York Review of Books "Please  
don't take The Go-Go Years  
too much for granted: as  
effortlessly as it seems to  
fly, it is nonetheless an  
unusually complex and  
thoughtful work of social  
history." --New York Times



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"Brooks's great contribution is his synthesis of all the elements that made the 1960s the most volatile in Wall Street history . and making so much material easily digestible for the uninitiated."

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-- Publishers Weekly "Brooks  
... is about the only writer  
around who combines  
athorough knowledge of  
finance with the ability to  
perceive behind the dance of  
numbers 'high, pure, moral  
melodrama on the themes

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of possession, domination,  
and belonging.' " --Time  
How Uber, Airbnb, and the  
Killer Companies of the New  
Silicon Valley Are Changing  
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An American Sickness  
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***A “must-read” (Booklist) from  
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***precisely that. Max Bazerman, an expert in the field of applied behavioral psychology, draws on three decades of research and his experience instructing Harvard Business School MBAs and corporate executives to teach you how to notice and act on***

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***information that may not be immediately obvious. Drawing on a wealth of real-world examples and using many of the same case studies and thought experiments designed in his executive MBA classes, Bazerman challenges you to explore your cognitive blind***



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***spots, identify any salient details you are programmed to miss, and then take steps to ensure it won't happen again. His book provides a step-by-step guide to breaking bad habits and spotting the hidden details that will change your decision-making and leadership***

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***skills for the better, teaching you to pay attention to what didn't happen, acknowledge self-interest, invent the third choice, and realize that what you see is not all there is. While many bestselling business books have explained how susceptible to manipulation our***

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***irrational cognitive blind spots  
make us, Bazerman helps you avoid  
the habits that lead to poor  
decisions and ineffective leadership  
in the first place. With The Power of  
Noticing at your side, you can learn  
how to notice what others miss,  
make wiser decisions, and lead***

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*more successfully.*

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deal successfully with the "yeah  
but" voices in your head that keep  
you going back to the same old ill-  
fitting job, day after day \* How to  
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***Junkies are the people who will travel over 3,000 miles to hear a rare b-side by a German band that has only recorded two songs since 1962, vinyl junkies are the people who own every copy of every record produced by the favorite artist from every pressing and***

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***printing in existance, vinyl junkies are the people who may just love that black plastic more than anything else in their lives. Brett Milano traveled the U.S. seeking out the most die-hard and fanatical collectors to capture all that it means to be a vinyl junkie. Includes***

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An enduring masterpiece of  
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Burrough and John Helyar, it  
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*authors that brings this remarkable story of greed and double-dealings up to date twenty years after the famed deal. The Los Angeles Times calls Barbarians at the Gate, "Superlative." The Chicago Tribune raves, "It's hard to imagine a better*

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finance from the Gerald Loeb  
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business writer” (Bill Gates). For  
decades, author and New Yorker  
staff writer John Brooks was  
renowned for his keen intelligence,*

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and personalities of the financial  
and business worlds. With a style of  
prose that “turns potentially eye-  
glazing topics . . . into rollicking  
narratives,” Brooks proved that*

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*even the bottom line can be moving,  
hilarious, and infuriating all at  
once (Slate). Here are three of his  
most fascinating works, which still  
resonate today. Business  
Adventures: This collection of  
entertaining short features is a*

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*brilliant example of Brooks's talents, covering subjects such as the Edsel disaster, the rise of Xerox, and how corruption may be an irreparable part of the corporate world. "Brooks's deeper insights about business are just as relevant*

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*today as they were back then.”*

*—Bill Gates, The Wall Street*

*Journal Once in Golconda: An incisively examined chronicle of the euphoric financial climb of the twenties, the ruinous stock market crash of 1929, and the unbelievable*



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*hardship and suffering that followed in its wake. “Brooks is truly willing to give up his own views to get inside the mind of all his subjects.” —National Review*

*The Go-Go Years: A humorous look at the staggering “go-go” growth of*

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*the 1960s stock market and the ensuing crashes of the 1970s in which fortunes were made overnight and lost even faster. “An unusually complex and thoughtful work of social history.” —The New York Times*

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*Be inspired by Bill Gates and learn how to think big, manage a vast company, compete with the best and stay ahead of your rivals. A household name for his role in the founding of ubiquitous computer software company Microsoft, Bill*

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*Gates is one of the world's great businessmen. Creating software language was just the beginning of a journey that would eventually see Gates become the wealthiest man in the world, eventually turning away from the computer screen to combat*

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*injustices in the world and start his own charity. This fascinating guide:*

*\* reveals the key motivations,*

*decisions and philosophies that*

*made Gates a name synonymous*

*with success. \* studies how he honed*

*his business acumen, faced down*

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*all competitors, overcame adversity  
and stood strong in the face of  
overwhelming odds \* contains  
quotes and passages by and about  
Bill Gates With this book you too  
can learn how to think like Bill  
Gates.*

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*Business Adventures by John*

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***Brooks - A 30-Minute Instaread  
Summary***

***Where Are the Customers' Yachts  
Barbarians at the Gate  
"[An] extraordinary tale"—Wall  
Street Journal "Compelling [and]  
engaging"—Financial Times***



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*"Magnificently detailed yet  
pacy...Think Trading Places meets  
Wall Street"—Sunday Times (UK)  
The riveting story of a trading  
prodigy who amassed \$70 million  
from his childhood bedroom—until  
the US government accused him of*

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*helping trigger an unprecedented market collapse On May 6, 2010, financial markets around the world tumbled simultaneously and without warning. In the span of five minutes, a trillion dollars of valuation was lost. The Flash*

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*Crash, as it became known, represented what was then the fastest drop in market history. When share values rebounded less than half an hour later, experts around the globe were left perplexed. What had they just*

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*witnessed? Navinder Singh Sarao  
hardly seemed like a man who  
would shake the world's financial  
markets to their core. Raised in a  
working-class neighborhood in  
West London, Nav was a  
preternaturally gifted trader who*

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*played the markets like a computer game. By the age of thirty, he had left behind London's "trading arcades," working instead out of his childhood home. For years the money poured in. But when lightning-fast electronic traders*

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*infiltrated markets and started eating into his profits, Nav built a system of his own to fight back. It worked—until 2015, when the FBI arrived at his door. Depending on whom you ask, Sarao was a scourge, a symbol of a financial*

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*system run horribly amok, or a folk  
hero who took on the tyranny of  
Wall Street and the high-frequency  
traders. A real-life financial  
thriller, Flash Crash uncovers the  
remarkable, behind-the-scenes  
narrative of a mystifying market*

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*crash, a globe-spanning  
investigation into international  
fraud, and a man at the center of  
them both.*

*"Once I picked it up I did not put it  
down until I finished. . . . What  
Schwed has done is capture fully-in*



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*deceptively clean language-the lunacy at the heart of the investment business." -- From the Foreword by Michael Lewis, Bestselling author of Liar's Poker ". . . one of the funniest books ever written about Wall Street." -- Jane*

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*Bryant Quinn, The Washington Post "How great to have a reissue of a hilarious classic that proves the more things change the more they stay the same. Only the names have been changed to protect the innocent." -- Michael Bloomberg*

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*"It's amazing how well Schwed's book is holding up after fifty-five years. About the only thing that's changed on Wall Street is that computers have replaced pencils and graph paper. Otherwise, the basics are the same. The investor's*

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*need to believe somebody is  
matched by the financial advisor's  
need to make a nice living. If one  
of them has to be disappointed, it's  
bound to be the former." -- John  
Rothchild, Author, A Fool and His  
Money, Financial Columnist, Time*

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*magazine Humorous and  
entertaining, this book exposes the  
folly and hypocrisy of Wall Street.  
The title refers to a story about a  
visitor to New York who admired  
the yachts of the bankers and  
brokers. Naively, he asked where*

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*all the customers' yachts were? Of course, none of the customers could afford yachts, even though they dutifully followed the advice of their bankers and brokers. Full of wise contrarian advice and offering a true look at the world of*

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*investing, in which brokers get rich  
while their customers go broke, this  
book continues to open the eyes of  
investors to the reality of Wall  
Street.*

*First published in 1936, One  
Thousand Ways to Make \$1000 is*

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*the long out-of-print book that  
Warren Buffett's biographers credit  
with shaping the legendary  
investor's business acumen and  
giving him his trademark  
appreciation of compound interest.  
After pulling a copy of One*



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*Thousand Ways off a library shelf  
at age eleven and devouring F.C.  
Minaker's plucky and practical  
business advice, Buffett declared  
that he would be a millionaire by  
the time he was 35. Written in the  
immediate, conversational style of*

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***Dale Carnegie's How to Win***

***Friends and Influence People, this book is full of inventive ideas on how to make money through excellent salesmanship, hard work, and resourcefulness. While some of the ideas may seem quaint today-***

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*goat dairying, manufacturing  
motor-driven chairs, and renting  
out billiard tables to local  
establishments are among the  
money-making ideas presented- the  
underlying fundamentals of  
business explained in these pages*

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*remain as solid as they were over  
seventy years ago. Covering a wide  
spectrum of topics including  
investing, marketing,  
merchandising, sales, customer  
relations, and raising money for  
charity, One Thousand Ways to*

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*Make \$1000 is both a durable,  
classic business book and a  
fascinating portrait of determined  
entrepreneurship in Depression-era  
America. Every effort has been  
made to reproduce the content  
exactly as it was originally*

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Tales From The World Of Wall  
*presented.*  
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*A fascinating deep dive on  
innovation from the New York  
Times bestselling author of How  
We Got To Now and Unexpected  
Life The printing press, the pencil,  
the flush toilet, the battery--these*

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*are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture?*

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*Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates*



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*the innovation hubs throughout  
modern time and pulls out the  
approaches and commonalities that  
seem to appear at moments of  
originality.*

*Healing After Loss*

*Investment vs. Speculation*

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*How the World Can Adapt to a  
Riskier Future*

*Hard-Won Lessons from  
Trailblazing Women at the Top of  
the Business World*

*Extraordinary Sex Now*

*How Healthcare Became Big*

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*Business and How You Can Take  
It Back*

*The Drama and Crashing Finale of  
Wall Street's Bullish 60s*  
**Business Adventures Twelve  
Classic Tales from the World  
of Wall Street Open Road**

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**Media**

***This book is the first that describes the practices of any stock exchange; it makes evident a high development of practices, with puts, calls, pools, and manipulations; and it appeared as early as the***

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***seventeenth century. Not inappropriately the stock exchange described is that of Amsterdam, a city which at the date of the volume's publication —1688 — was still the leading financial center of the world. The book, to be***

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***sure, is hardly a systematic  
account of the institution; the  
author pursued moral,  
philosophical, and rhetorical  
objectives, and, while saying  
a lot that seems now to be of  
little value, manages  
somehow to leave unsaid a***

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***great deal that would be of  
interest for us. Nevertheless,  
it represents, even in its  
peculiar form, a really  
important source of  
information about the stock  
exchange, and indeed about  
the Dutch business world of***

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**that period.**

***“After a lifetime in business,  
I’ve never been able to  
develop a set of rules or a  
step-by-step formula that will  
guarantee success in  
anything, much less in a field  
as dynamic and changing as***



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***business. What I can do,  
however, is talk about how to  
lose. I guarantee that anyone  
who follows my formula will  
be a highly successful loser.”  
The Ten Commandments for  
Business Failure is a  
lighthearted cautionary bible***

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***for leaders from a hugely  
admired elder statesman who  
is sought out for advice by a  
wide circle of luminaries.  
Plenty of speakers and  
writers are happy to dispense  
advice on how to succeed in  
business. From football***

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***coaches to ex-CEOs to  
psychologists to preachers,  
success gurus are  
everywhere. But none of them  
can offer any guarantees; the  
true path to success can't be  
laid out as a simple step-by-  
step plan. The same cannot***

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***be said of failure, however.  
Failure is easy. In fact, there  
are ten serious blunders  
companies and individuals  
make over and over again,  
leading to failure so  
consistently that the list  
ought to be written in stone.***

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**Don Keough, who has seen and heard a lot in his six decade career, calls them his Ten Commandments for Business Failure. They include such reliable bad advice as Quit Taking Risks, Be Inflexible, Assume Infallibility,**

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***Put All Your Faith in Experts,  
and Be Afraid of the Future.  
More than fifty trailblazing  
executive women who broke  
the corporate glass ceiling  
offer inspiring and surprising  
insights and lessons in this  
essential, in-the-trenches***

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***career guide from Joann S. Lublin, a Pulitzer-Prize winning journalist and management news editor for The Wall Street Journal. Among the first female reporters at The Wall Street Journal, Joann S. Lublin faced***

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***a number of uphill battles in her career. She became deputy bureau chief of the Journal's important London bureau, its first run by women. Now, she and dozens of other women who successfully navigated the***



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***corporate battlefield share  
their valuable leadership  
lessons. Lublin combines her  
fascinating story with  
insightful tales from more  
than fifty women who reached  
the highest rungs of the  
corporate ladder—most of***

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***whom became chief executives of public companies—in industries as diverse as retailing, manufacturing, finance, high technology, publishing, advertising, automobiles, and pharmaceuticals. Leaders like***

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***Carly Fiorina, former CEO of Hewlett-Packard, as well as Mary Barra, CEO of General Motors, and Brenda Barnes, former CEO of Sara Lee, were the first women to run their huge employers. Earning It reveals obstacles such women***

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***faced as they fought to make their mark, choices they made, and battles they won—and lost. Lublin chronicles the major milestones and dilemmas of the work world unique to women, providing candid***

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***advice and practical  
inspiration for women of all  
ages and at every stage of  
their careers. The  
extraordinary women we  
meet in the pages of Earning  
It and the hard-won lessons  
they share provide a***

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***compelling career compass  
that will help all women reach  
their highest potential  
without losing a meaningful  
personal life.***

***Reconfiguring the Three-  
Player Game Between  
Markets, Speculators and the***

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**Where Good Ideas Come From**  
**The Last Liberal Art**  
**Daily Meditations For Working**  
**Through Grief**  
**What the Best Leaders See**  
**The Fall of RJR Nabisco**

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**We know that power is shifting:  
From West to East and North to  
South, from presidential palaces  
to public squares, from once  
formidable corporate behemoths  
to nimble startups and, slowly but  
surely, from men to women. But  
power is not merely shifting and**



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**dispersing. It is also decaying.**

**Those in power today are more constrained in what they can do with it and more at risk of losing it than ever before. In *The End of Power*, award-winning columnist and former Foreign Policy editor Moisés Naím illuminates the**

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**struggle between once-dominant megaplayers and the new micropowers challenging them in every field of human endeavor. Drawing on provocative, original research, Naím shows how the antiestablishment drive of micropowers can topple tyrants,**

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**dislodge monopolies, and open remarkable new opportunities, but it can also lead to chaos and paralysis. Naím deftly covers the seismic changes underway in business, religion, education, within families, and in all matters of war and peace. Examples**

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**abound in all walks of life: In 1977, eighty-nine countries were ruled by autocrats while today more than half the world's population lives in democracies. CEO's are more constrained and have shorter tenures than their predecessors. Modern tools of**

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**war, cheaper and more accessible, make it possible for groups like Hezbollah to afford their own drones. In the second half of 2010, the top ten hedge funds earned more than the world's largest six banks combined. Those in power retain**

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**it by erecting powerful barriers to keep challengers at bay. Today, insurgent forces dismantle those barriers more quickly and easily than ever, only to find that they themselves become vulnerable in the process. Accessible and captivating, Naím offers a**

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**revolutionary look at the  
inevitable end of power—and how  
it will change your world.**

**PLEASE NOTE: This is a summary  
of the book and NOT the original  
book. Business Adventures by  
John Brooks - A 30-Minute  
Instaread Summary: Twelve**

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**Classic Tales from the World of  
Wall Street Inside this Instaread  
Summary: \* Overview of the  
entire book \* Introduction to the  
important people in the book \*  
Summary and analysis of all the  
chapters in the book \* Key  
Takeaways of the book \* A**



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**Reader's Perspective Preview of  
this summary: Chapter 1 The  
concept of the stock market was  
invented in Amsterdam in 1611,  
as chronicled in a book published  
in 1688 by stock trader Joseph de  
la Vega. His insights into trading  
remain remarkably relevant**

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**today. He coined the term "antiperistalsis" to describe when the market reverses course, then reverses course again. Even back then, de la Vega found that brokers were creative in trying to find reasons for why stocks behave the way they do. The mini-**

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**stock market crash that took place on May 28, 1962, did not last long, but offers some fascinating insight into the way the market works. The causes of the crash, at the time the worst since 1929, remain somewhat elusive. One possibility was**

**individual investors, particularly wealthy investors not connected to the securities business.**

**However, it also appeared to be the large number of rural, female and foreign investors who had been playing the market with borrowed money and were forced**

**to pay on margin calls. There were also problems related to the mechanical delay in recording and reporting trades via the ticker due to the sheer volume of transactions. Customers could not really know what the prices were when they tried to sell**

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**stocks. No matter the cause, the  
loss was large at more than \$20  
billion...**

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**less than 20 minutes. On your morning commute, over lunch, or as a try before you buy, Joosr's brief and accessible eBook summaries fit into your life. Find out more at [joosr.com](http://joosr.com). When it comes to business, some people seem to forget all about ethics.**

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**Explore why people behave the way they do in business, and how this human element can make business events somewhat easier to predict. Business Adventures is a collection of major business stories from the 20th century, which are still remarkably**



**relevant today. John Brooks explains the forces that drive people in the business world and what causes them to act the way they do on a fairly consistent basis. He explains that it is the human element of the corporate world that causes it to be in**

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**constant flux, and proves that the only way to achieve success is to have the right people in the right places. You will learn: □" Why greed usually causes people to make grave business mistakes □" How research and technology has changed the face of the business**

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**world ☐" How you can use  
business to make the world a  
better place.**

**It's time to redefine the CEO  
success story. Meet eight  
iconoclastic leaders who helmed  
firms where returns on average  
outperformed the S&P 500 by**

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**more than 20 times.**

**The Wizards of Wall Street  
Life Is What You Make It  
The Power of Noticing  
Confusion de Confusiones [1688]  
Business Adventures  
The End of Power  
A 30-Minute Instaread Summary**

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**of Business Adventures -**

Recommended Reading by Warren Buffet in his March 2013 Letter to Shareholders How speculation has come to dominate investment—a hard-hitting look from the creator of the first index fund. Over the course of his sixty-year

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career in the mutual fund industry,  
Vanguard Group founder John C.  
Bogle has witnessed a massive  
shift in the culture of the financial  
sector. The prudent, value-adding  
culture of long-term investment  
has been crowded out by an  
aggressive, value-destroying

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culture of short-term speculation. Mr. Bogle has not been merely an eye-witness to these changes, but one of the financial sector ' s most active participants. In *The Clash of the Cultures*, he urges a return to the common sense principles of long-term investing. Provocative

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and refreshingly candid, this book discusses Mr. Bogle's views on the changing culture in the mutual fund industry, how speculation has invaded our national retirement system, the failure of our institutional money managers to effectively participate in corporate



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governance, and the need for a federal standard of fiduciary duty. Mr. Bogle recounts the history of the index mutual fund, how he created it, and how exchange-traded index funds have altered its original concept of long-term investing. He also presents a first-

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hand history of Wellington Fund, a real-world case study on the success of investment and the failure of speculation. The book concludes with ten simple rules that will help investors meet their financial goals. Here, he presents a common sense strategy

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that" may not be the best strategy ever devised. But the number of strategies that are worse is infinite." The Clash of the Cultures: Investment vs. Speculation completes the trilogy of best-selling books, beginning with Bogle on Investing: The First

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50 Years (2001) and Don't Count  
on It! (2011)

ONE OF AMAZON'S BEST BOOKS  
OF 2017 A look deep inside the  
new Silicon Valley, from the New  
York Times bestselling author of  
The Everything Store Ten years  
ago, the idea of getting into a

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stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate

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business, and changing the way we  
travel. In the spirit of iconic Silicon  
Valley renegades like Steve Jobs  
and Bill Gates, another generation  
of entrepreneurs is using  
technology to upend convention  
and disrupt entire industries.  
These are the upstarts,

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idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles

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in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it



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took to change the world.

“Business Adventures remains the best business book I ’ ve ever read. ” —Bill Gates, The Wall Street Journal  
What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the

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unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to

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understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. Longtime New Yorker contributor John

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Brooks ' s insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense

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that history repeats itself. Five additional stories on equally fascinating subjects round out this wonderful collection that will both entertain and inform readers . . . Business Adventures is truly financial journalism at its liveliest and best.

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Exploring the multimillion-dollar merger wars, the award-winning author analyzes the operations of the high-stakes merger game fueled by investment bankers on Wall Street

The Upstarts

Fred Schwed's Where are the

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Customer's Yachts?

A Joosr Guide to Business

Adventures by John Brooks

Project: Happily Ever After

Lessons from Wall Street's four  
great bottoms

Adventures in Record Collecting

From Boardrooms to Battlefields

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and Churches to States, Why Being  
In Charge Isn't What It Used to Be  
**How does one spot the bottom of a  
bear market? What brings a bear to  
its end? There are few more  
important questions to be answered  
in modern finance. Financial market  
history is a guide to understanding**



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**the future. Looking at the four occasions when US equities were particularly cheap - 1921, 1932, 1949 and 1982 - Russell Napier sets out to answer these questions by analysing every article in the Wall Street Journal from either side of the market bottom. In the 70,000**

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**articles he examines, one begins to understand the features which indicate that a great buying opportunity is emerging. By looking at how markets really did work in these bear-market bottoms, rather than theorising how they should work, Napier offers investors a**

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**financial field guide to making the best provisions for the future. This new edition includes a brand new preface from the author and a foreword by Merryn Somerset Webb.**

**NATIONAL BESTSELLER From the former Governor of the Bank of**

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**Canada, a far-seeing guide to the powerful economic forces that will shape the decades ahead. The economic ground is shifting beneath our feet. The world is becoming more volatile, and people are understandably worried about their financial futures. In this urgent**

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**and accessible guide to the crises and opportunities that lie ahead, economist and former Governor of the Bank of Canada Stephen Poloz maps out the powerful tectonic forces that are shaping our future, and the ideas that will allow us to master them. These forces include**

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**an aging workforce, mounting debt,  
and rising income inequality.**

**Technological advances, too, are  
adding to the pressure, putting  
people out of work, and climate  
change is forcing a transition to a  
lower-carbon economy. It is no  
surprise that people are feeling**

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**uncertain. The implications of these tectonic tensions will cascade throughout every dimension of our lives—the job market, the housing market, the investment climate, as well as government and central bank policy, and the role of the corporation within society. The**

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**pandemic has added momentum to many of them. Poloz skillfully argues that past crises, from the Victorian Depression in the late 1800s to the more recent downturn in 2008, give a hint of what is in store for us in the decades ahead. Unlike the purely destructive power**



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**of earthquakes, the upheaval that is sure to come in the decades ahead will offer unexpected opportunities for renewal and growth. Filled with takeaways for employers, investors, and policymakers, as well as families discussing jobs and mortgage renewals around the**

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**kitchen table, The Next Age of  
Uncertainty is an indispensable  
guide for those navigating the fault  
lines of the risky world ahead.  
Revised edition of the author's  
Doing capitalism in the innovation  
economy, c2012.**

**What do you do when your**

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**marriage is so unhappy that you begin to fantasize about your husband's funeral? That's how bad it got for Alisa Bowman. . . So she launched a last-ditch effort to save her marriage. Project: Happily Ever After is her fearlessly honest and humorous account of how she went**

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**from being a “divorce daydreamer”  
to renewing her wedding vows—and  
all of the steps in between. From  
bikini waxes to erotica, romance  
instruction manuals to second  
honeymoons, the silent treatment to  
power struggles, she goes where  
many marriage-improvement gurus**

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**have feared to tread. Equal parts funny, poignant, and most importantly, useful, Bowman's story will give other miserably-married folks courage and hope. And in addition to telling her own story, she packs straightforward prescriptive guidance, including a**

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**“10-Step Marital Improvement  
Guide.” Readers will laugh. They'll  
cry. And they can start on the road  
toward their own happy ending!  
Saving Your Marriage When the  
Fairytale Falters**

**SUMMARY - Business Adventures:  
Twelve Classic Tales From The**

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**World Of Wall Street By John  
Brooks  
Doing Capitalism in the Innovation  
Economy  
Vinyl Junkies  
Tap Dancing to Work  
Warren Buffett on Practically  
Everything, 1966-2013**

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**The Clash of the Cultures  
*Animal House meets Liar's  
Poker in this hysterically  
funny, often unbelievable, and  
absolutely, positively true  
account of life at DLJ, one of  
the hottest investment banks***



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***on Wall Street. "Like most other young business school graduates, John Rolfe and Peter Troob thought that life in a major investment banking firm would make their wildest dreams come true -- it would***

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***be fast-paced, intellectually  
challenging, glamorous, and,  
best of all, lucrative. They  
were in for a surprise. For  
behind the walls of Wall  
Street's firms lies a stratum of  
stunted, overworked, abused,***

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***and in the end, very well-  
compensated, but very  
frustrated men and women.  
Monkey Business takes  
readers behind the scenes at  
Donaldson, Lufkin, and  
Jenrette (DLJ), one of Wall***

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***Street's hottest firms of the  
90s, from the interview  
process to the courting of  
clients to bonus time. It's a  
glimpse of a side of the  
business the financial  
periodicals don't talk about --***

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***20-hour work days, trips  
across the country where  
associates do nothing except  
carry the pitch book, strip  
clubs at night, inflated  
salaries, and high-powered,  
unforgettable personalities.***

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***Monkey Business provides readers with a first-class education in the real life of an investment banker. But best of all, it is an extremely funny read about two young men who, on their way towards***

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***achieving the American dream,  
quickly realized they were  
selling their souls to get  
there."***

***Based on the advice she has  
provided throughout her  
twenty years of clinical***

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***practice as a sexual therapist,  
Dr. Sandra R. Scantling has  
written a new erotic guide to  
restoring the vital connections  
that bring couples together  
and make it possible for them  
to enjoy extraordinary sex.***



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***This is not a sex manual; it is a book about achieving true intimacy--both in and out of the bedroom. Through storytelling, anecdotes, and an easy-to-complete quiz, readers will learn to identify their own***

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***personalities and sexual  
styles--as well as those of  
their partners--and so to  
understand why they each  
behave as they do and--above  
all--how they can each modify  
their styles to achieve***

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***Extraordinary Sex Now. This is an inspirational, must-have guide for any couple seeking to rekindle their passion. Dr. Scantling proves that lovemaking need never grow dull--that it can be an ongoing,***

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***joyous event, now and for the  
rest of our lives.  
A modern-day interpretation of  
an investment classic  
The Fate of the 'Edsel' and  
Other Business Adventures  
How to Choose or Change Your***

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***Career for a Lifetime of  
Satisfaction and Success  
A Couple's Guide to Intimacy***