

Giants Of Enterprise By Richard S Tedlow

*For an extraordinary fifty-seven-year period, one of the nation's largest and fastest-growing companies was run by two men who were flesh and blood. The chief executives of the International Business Machines Corporation from 1914 until 1971 were Thomas J. Watson and Thomas J. Watson, father and son. That great corporation bears the imprint of both men -- their ambitions and their strengths -- but it also bears the consequences of a family that was in near-constant conflict. Sometimes wrong but never in doubt, both Watsons had clear -- and farsighted -- visions of what their company could become. They also had volcanic tempers. Their fights with each other combined with their commitment to leadership and excellence made IBM one of the most rewarding, yet gut-clutching firms to work for in the history of American business. We are accustomed to describing professional behavior as if men and women leave their emotions and vulnerabilities at home each day. In the case of the Watsons, filial and sibling strife could not be excluded from the office. In closely studying the desires and frustrations of the Watson family, eminent historian Richard S. Tedlow has produced something more than a family portrait or a company history. He has raised the nearly forbidden issue of the role of emotion in corporate life. This book explores the interplay between the personalities of these two extraordinary men and the firm they created. Both Watsons had deeply held beliefs about what a corporation is and should be. These ideas helped make "Big Blue" the bluest of blue-chip stocks during the Watsons' tenure. These very beliefs, however, also sowed the seeds for IBM's disasters in the late 1980s and early 1990s, when the company had lost sight of the original meaning behind many of the practices each man put into place. Tracing the family's idiosyncratic ability to cope with each other's weaknesses but not their strengths, *The Watson Dynasty* is a book for every person who ever went to work but didn't want to check his personality at the door.*

*"... a critical account of how the Disney Co. has used--and also abused--its governmental immunities from the beginning of Disney World to the present ..."--Jacket. "A riveting account that reaches beyond the market landscape to say something universal about risk and triumph, about hubris and failure."--The New York Times NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BUSINESSWEEK In this business classic--now with a new Afterword in which the author draws parallels to the recent financial crisis--Roger Lowenstein captures the gripping roller-coaster ride of Long-Term Capital Management. Drawing on confidential internal memos and interviews with dozens of key players, Lowenstein explains not just how the fund made and lost its money but also how the personalities of Long-Term's partners, the arrogance of their mathematical certainties, and the culture of Wall Street itself contributed to both their rise and their fall. When it was founded in 1993, Long-Term was hailed as the most impressive hedge fund in history. But after four years in which the firm dazzled Wall Street as a \$100 billion moneymaking juggernaut, it suddenly suffered catastrophic losses that jeopardized not only the biggest banks on Wall Street but the stability of the financial system itself. The dramatic story of Long-Term's fall is now a chilling harbinger of the crisis that would strike all of Wall Street, from Lehman Brothers to AIG, a decade later. In his new Afterword, Lowenstein shows that LTCM's implosion should be seen not as a one-off drama but as a template for market meltdowns in an age of instability--and as a wake-up call that Wall Street and government alike tragically ignored. Praise for *When Genius Failed* "[Roger] Lowenstein has written a squalid and fascinating tale of world-class greed and, above all, hubris."--BusinessWeek "Compelling . . . The fund was long cloaked in secrecy, making the story of its rise . . . and its ultimate destruction that much more fascinating."--The Washington Post "Story-telling journalism at its best."--The Economist*

*Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. *Technology Ventures* details the critical differences between scientific ideas and true business opportunities.*

From Idea to Enterprise

Good Strategy, Bad Strategy

The Revolutionary Book That Will Change the Way You Do Business

Pictures of a Gone City

A Dark History

The Difference and Why It Matters

Meriwether Lewis Thomas Jefferson and the Opening

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

At a time when tech giants have amassed vast market power, Jonathan Baker shows how laws and regulations can be updated to ensure more competition. The sooner courts and antitrust enforcement agencies stop listening to the Chicago school and start paying attention to modern economics, the sooner Americans will reap the benefits of competition.

A brilliant probe into the political and psychological effects of our changing relationship with social media Former social media executives tell us that the system is an addiction-machine. We are users, waiting for our next hit as we like, comment and share. We write to the machine as individuals, but it responds by aggregating our fantasies, desires and frailties into data, and returning them to us as a commodity experience. The Twittering Machine is an unflinching view into the calamities of digital life: the circus of online trolling, flourishing alt-right subcultures, pervasive corporate surveillance, and the virtual data mines of Facebook and Google where we spend considerable portions of our free time. In this polemical tour de force, Richard Seymour shows how the digital world is changing the ways we speak, write, and think. Through journalism, psychoanalytic reflection and insights from users, developers, security experts and others, Seymour probes the human side of the machine, asking what we're getting out of it, and what we're getting into. Social media held out the promise that we could make our own history—to what extent did we choose the nightmare that it has become?

Winner of the Pulitzer Prize in Non-Fiction. This book is a landmark in American political thought. Preeminent Richard Hofstadter examines the passion for progress and reform that colored the entire period from 1890 to 1940 with startling and stimulating results. The Age of Reform searches out the moral and emotional motives of the reformers the myths and dreams in which they believed, and the realities with which they had to compromise.

From Hotels in Orbit to Mining the Moon – How Private Enterprise is Transforming Space

Denial

When Genius Failed

Seven Business Innovators and the Empires They Built

The Rise and Fall of Long-Term Capital Management

Oil, Power, and War

Richard Bentley

The bestselling historian tells the story of the landscapes, peoples and culture of early medieval Britain in eight walks, an epic sea voyage and a north-south ride by motorbike. The five centuries between the end of Roman Britain (410) and the death of Alfred the Great (899) have left few voices save a handful of chroniclers, but Britain's 'Dark Ages' can still be explored through their material remnants: buildings, books, metalwork, and, above all, landscapes. Adams explores Britain's lost early medieval past by walking its paths and exploring its imprint on valley, hill and field. From York to Whitby, London to Sutton Hoo and Falmouth to Mallaig, In the Land of Giants offers a beautifully written insight into the lives of peasants, drengs, ceorls, thanes, monks and kings during an enigmatic but richly exciting period of our island's history.

Points out the importance of the world's energy supply in shaping global politics, and argues that the energy source of the future should be natural gas in the form of shale deposits.

What makes a truly successful leader? Whether you're the manager of a small team or the CEO of a global brand, learn how leading business figures have developed their leadership skills and management styles to become more effective leaders. In The Emergence of Charismatic Business Leadership, Harvard Business School Emeritus professor Richard S. Tedlow examines how the role of the business leader has changed since World War II. A handful of individuals have helped transform the face of modern-day leadership, making charisma essential to the role. But what does this change mean for the future? How can you become the next world-changing leader? In order to answer these questions, we must look at leaders like Oprah Winfrey, Elon Musk, and Steve Jobs. Today, Jobs is considered to be the model of the modern charismatic business leader, but it would have been inconceivable for him to be the CEO of a major company in 1955, the year he was born. Though all three of these pioneers were once outsiders, they each found success by innovating their management style and using their charisma to champion their clear and ambitious vision. Through Tedlow's in-depth accounts of modern business history, we see how charismatic leadership enables the creation of revolutionary new products—the battery electric vehicle, the smart phone—and makes it possible for former outsiders to attain power and influence. However, the book also considers the careers of people who used their charisma to mislead, such as Jeff Skilling of Enron and Elizabeth Holmes of Theranos. Charisma can get you far, but if not accompanied by genuine character, it will lead you astray. In this thorough examination, Tedlow shows how charismatic figures

have developed the leadership skills and management tools necessary to oversee a successful business and become a charismatic business leader.

Daybreak over Ecuador is a historical narrative of the first protestant foreign missionaries to attempt to enter Ecuador after the lessening of religious control in the country. Ecuador was the last Latin American country to open its doors to protestant missions. Those who dared to come faced hostility and deprivation. This is the country where a native indigenous person had to apply for permission to dress like a Spaniard, and an Ecuadorian was not a citizen if he was not a Catholic. Here is where a customs official boasted that "as long as Mount Chimborazo stands the Bible will not enter Ecuador." It was not until 1895 that foreign missionaries were allowed on its soil. This is the story of some of those people. It is a tribute to the faithful men and women who risked their lives in order to establish the evangelical church in Ecuador. There are stories of persistence and meagre beginnings in some of the most isolated places till a national church arose that is today a formidable missionary force in its own right. It is the story of the people who came, and who came to stay. Ecuadorian writers who understood the milieu into which they were coming provide the historical backdrop for the story. The book foreword is written by the president of the Ecuadorian confraternity of evangelical churches, Eduardo Lopez who says that "AS EVANGELICAL CHRISTIANS IN ECUADOR we ought to be grateful to God for the life and testimony of the first missionaries who came to our nation for the solitary purpose of sharing the Gospel of Christ with Ecuadorians. Daybreak Over Ecuador transports us by way of its pages to an understanding of the life and testimony of these men and women of God, as well as of the events that signalled important milestones in the advance of the missionary enterprise in Ecuador." Daybreak over Ecuador is a primer to understanding evangelical mission effort in Ecuador. There is a serious attempt to set the religious context of the book. Rather than a comprehensive account it is anecdotal and selective. It touches on the original individuals who came, highlighting instructive moments in their careers. Three representative figures form the centrepiece dedicatory. The second half of the book traces some of the attempts to engage the populace with the Gospel in different spheres of endeavor. The resulting national church becomes a watershed mark in 1945. From there the mission family expanded exponentially and the resulting growth pains of the church are noted as missions organizations navigated the landscape. The author is a career international worker who himself lived and researched the stories in the course of his journey and experience as a missionary. As a participant in the drama he offers insights and insider perspective on what was happening and had access to C&MA mission files during the investigation. Daybreak over Ecuador is part of his journey and is a tribute to the men and women of the Gospel Missionary Union, the Christian and Missionary Alliance, and many others who spent their lives in the face of great opposition to establish the evangelical church in Ecuador. The fierce fanaticism of the times was matched by the steadfast defiance of the early pioneers. Theirs are stories of loneliness and loss, isolation, persecution and tragedy. There are also stories of perseverance and meagre beginnings in some of the most isolated places till a national church arose that is today a formidable missionary force in its own right. These are the stories of ordinary foot soldiers who are honoured today as heroes of faith because they constructed the footholds and built the beachheads on which the church today stands."

Why Business Leaders Fail to Look Facts in the Face--and What to Do About It

Undaunted Courage

Business Stripped Bare

Ashes to Ashes

The Dawning of Evangelical Missions

Understanding the Ideas That Have Shaped Our World View

The Story of Jack and the Giants

With the appearance of *Grunch of Giants*, R. Buckminster Fuller consummates his literary canon, his panoramic lifetime survey of all aspects of the responsibility of human beings for their own destiny. This book is a modern allegory - his long-gestated myth-of the villainy of capitalism and the fecklessness of classic economics. For Fuller, the academic discipline of economics is irrelevant since it derives from an invalid assumption of scarcity. In fact, he has long argued that future historians of our era may subsume our business practices as a branch of mythology; thus it is not surprising that the word economic appears nowhere in his text. Fuller's myth is no idle fairy tale, since he faces his question - the question of a technological imperative which only he could raise with the deadly seriousness of satire. That question is: Can our system of national political sovereignties and corporate profits survive the inevitable technology revolution require to obviate wars by effecting a worldwide rise in the standard of living. One of the functions of myth is to resolve contradictions in our culture. *Grunch of Giants* portrays the rising of multinational corporations in the paradoxical role of function both as the epitome of capitalistic selfishness and as the inadvertent vehicle for the dissolution of national political boundaries - the last deterrent to a one-world economy. The result is more subversive of the property and profit values of the capitalist system than anything dreamed of since Karl Marx. -E.J. Applewhite, collaborator with RBF on *Synergetics* and *Synergetics 2*, author of *Cosmic Fishing: A Memoir of Working With R. Buckminster Fuller*

No book before this one has rendered the story of cigarettes -- mankind's most common self-destructive instrument and its most profitable consumer product -- with such sweep and enlivening detail. Here for the first time, in a story full of the complexities and contradictions of human nature, all the strands of the historical process -- financial, social, psychological, medical, political, and legal -- are woven together in a riveting narrative. The key characters are the top corporate executives, public health

investigators, and antismoking activists who have clashed ever more stridently as Americans debate whether smoking should be closely regulated as a major health menace. We see tobacco spread rapidly from its aboriginal sources in the New World 500 years ago, as it becomes increasingly viewed by some as sinful and some as alluring, and by government as a windfall source of tax revenue. With the arrival of the cigarette in the late-nineteenth century, smoking changes from a luxury and occasional pastime to an everyday -- to some, indispensable -- habit, aided markedly by the exuberance of the tobacco huskers. This free-enterprise success saga grows shadowed, from the middle of this century, as science begins to understand the cigarette's toxicity. Ironically the more detailed and persuasive the findings by medical investigators, the more cigarette makers prosper by seeming to modify their product with filters and reduced dosages of tar and nicotine. We see the tobacco manufacturers come under intensifying assault as a rogue industry for knowingly and callously plying their hazardous wares while insisting that the health charges against them (a) remain unproven, and (b) are universally understood, so smokers indulge at their own risk. Among the eye-opening disclosures here: outrageous pseudo-scientific claims made for cigarettes throughout the '30s and '40s, and the story of how the tobacco industry and the National Cancer Institute spent millions to develop a "safer" cigarette that was never brought to market. Dealing with an emotional subject that has generated more heat than light, this book is a dispassionate tour de force that examines the nature of the companies' culpability, the complicity of society as a whole, and the shaky moral ground claimed by smokers who are now demanding recompense.

Seven business innovators and the empires they built. The pre-eminent business historian of our time, Richard S. Tedlow, examines seven great CEOs who successfully managed cutting-edge technology and formed enduring corporate empires. With the depth and clarity of a master, Tedlow illuminates the minds, lives and strategies behind the legendary successes of our times: . George Eastman and his invention of the Kodak camera; . Thomas Watson of IBM; . Henry Ford and his automobile; . Charles Revson and his use of television advertising to drive massive sales for Revlon; . Robert N. Noyce, co-inventor of the integrated circuit and founder of Intel; . Andrew Carnegie and his steel empire; . Sam Walton and his unprecedented retail machine, Wal-Mart.

What warranted the skewering of Richard Bentley (whom Rhodri Lewis called "perhaps the most notable--and notorious--scholar ever to have English as a mother tongue") by two of the literary giants of his day? Kristine Haugen offers a fascinating portrait of Europe's most infamous classical scholar and the intellectual turmoil he set in motion.

The Space Business

The Life and Times of an American Business Icon

Winners Take All

Field and Hedgerow

Daybreak Over Ecuador

The Austrian Theory of the Trade Cycle and Other Essays

In the Land of Giants

"Oil, Power, and War is a sweeping, unabashed history of oil, told by French journalist Matthieu Auzanneau. It provides a detailed account of the people and events that drove the oil industry from its earliest days, and takes a critical look at the way oil interests have commandeered politics and economies, changed cultures, disrupted power balances across the globe, and spawned wars. The author exposes the greed and reckless behavior--by a long line of characters from John D. Rockefeller to Dick Cheney--that moved oil along its destructive, unsustainable path, from its heyday when the first oil wells were drilled to the quest for new sources as old ones dried up. The author traces the rise of the Seven Sisters and other oil cartels, and follows the thread of oil through the crises that have shaped our times: two world wars, the Cold War, the Great Depression and the 2008 financial crash, oil shocks, wars in the Middle East, the race for Africa's oil riches, and more. We learn lesser-known stories, too, like how New York City taxes were once funneled directly to banks run by oil barons, after the city was about to default on its debt. And we gain new perspective on the central role of oil in military conflicts over the past 100 years. Now that there is much less oil available, Auzanneau looks to the future and warns that even greater conflict may arise"--

In a fascinating history of corporate combat, Tedlow recounts the path America chose to become the world's first and foremost consumer society. He describes the confrontations between Coke and Pepsi, Ford and GM, Sears and Montgomery Ward, and others. Illustrated.

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

A 2018 Nautilus Book Award Winner for Business and Leadership! The founder of Menlo Innovations and author of the business culture cult classic Joy, Inc offers an inspirational guide to leaders seeking joy in the challenge of leading others. Rich Sheridan's Joy, Inc. told the story of how his tiny software company in Ann Arbor, Michigan achieved success and renown by embracing

offbeat culture and human-centered values. In Chief Joy Officer, he turns his attention from culture to leadership, and draws on his experience running Menlo and consulting elsewhere to offer a wise, provocative guide on how anyone can build leadership capacity for joy within their own organization. Chief Joy Officer offers sage, hard-won advice to any manager or leader who yearns to make more of an impact on the lives of others, including: * Self-understanding is the cornerstone for every virtue of leadership: authenticity, trust, humility, and optimism. * Good leaders make more leaders: Learn to judge your performance not on whether people are doing what they're told, but whether they're developing independent leadership capacity. * Influencing up is just as important as influencing down: how to encourage different thinking in those above you in your organizations. Filled with colorful anecdotes from Sheridan's personal journey and wisdom from many leadership mentors, Chief Joy Officer offers an approachable, down-to-earth philosophy and practice that will help even the most disillusioned of middle managers bring a renewed sense of purpose to their work building others.

The Age of Surveillance Capitalism

Adventures of a Global Entrepreneur

The Antitrust Paradigm

The Innovator's Dilemma

America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris

Eddie Gallagher and the War for the Soul of the Navy SEALs

Invisible Giants

Libraries preserve the knowledge and ideas on which rights depend; no wonder they are so often attacked. Richard Ovenden tells the history of this deliberate destruction of knowledge--from library burnings to digital attacks and contemporary underfunding--and makes a passionate plea for the importance of these threatened institutions.

An "infuriating, fast-paced" (The Washington Post) account of the Navy SEALs of Alpha platoon, the startling accusations against their chief, Eddie Gallagher, and the courtroom battle that exposed the dark underbelly of America's special forces—from a Pulitzer Prize–winning reporter WINNER OF THE COLORADO BOOK AWARD • "Nearly impossible to put down." —Jon Krakauer, New York Times bestselling author of Where Men Win Glory and Into the Wild In this "brilliantly written" (The New York Times Book Review) and startling account, Pulitzer Prize–winning New York Times correspondent David Philipps reveals a powerful moral crucible, one that would define the American military during the years of combat that became known as "the forever war." When the Navy SEALs of Alpha platoon returned from their 2017 deployment to Iraq, a group of them reported their chief, Eddie Gallagher, for war crimes, alleging that he'd stabbed a prisoner in cold blood and taken lethal sniper shots at unarmed civilians. The story of Alpha's war, both in Iraq and in the shocking trial that followed the men's accusations, would complicate the SEALs' post-9/11 hero narrative, turning brothers-in-arms against one another and bringing into stark relief the choice that elite soldiers face between loyalty to their unit and to their country. One of the great stories written about American special forces, Alpha is by turns a battlefield drama, a courtroom thriller, and a compelling examination of how soldiers define themselves and live with the decisions in the heat of combat.

How maverick companies have passed up the growth treadmill — and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. In Small Giants, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterward, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book.

With stories of people who have overcome barriers to education, poverty, sexism, and the destruction of the environment, this book proves that despite hardship, we all have the potential to make positive change. Showing that it is not necessary to shout loudly to be heard, the lessons learned in this book can also be applied to the business world.

The Foreign Policy of Intervention

A History of the Deliberate Destruction of Knowledge

Andy Grove

Alpha

The Emergence of Charismatic Business Leadership

The Elite Charade of Changing the World

Married to the Mouse

Enterprise, Entrepreneurship and Innovation: Concepts, Contexts and Commercialisation provides readers with an accessible and readable introduction to the various dimensions of entrepreneurship and market innovation. It has a clear structure that is easy for the reader to follow and it focuses on enterprising behaviour. The text contains: * case studies and 'pause and reflect' situations for the entrepreneur to deliberate on the information they have available before making their decision. This helps to emphasise the point that there are few simple and straightforward decisions closely reflecting decisions in 'real life'. * integrative personal development activities that provide a basis for readers to reflect on the learning of the chapters and develop a personal development strategy to increase their ability to become more entrepreneurial and improve their ability to manage market innovation. * an accompanying website giving students and lecturers access to additional resources in order to explore the subject further. A full set of powerpoint slides plus exercises is included, plus suggestions for the use in class of the case studies and other illustrations. Students can access further learning resources to build up their knowledge of innovation situations using the hotlinks to useful websites that will add further depth and bring up to date the case studies and

illustrations. Enterprise, Entrepreneurship and Innovation: Concepts, Contexts and Commercialisation shows: * how to understand and acquire the entrepreneur's skills, attitudes and knowledge * the techniques needed to generate new business and create a new organisation * how to become more innovative, self reliant, and opportunistic. * the learning and decision-making processes of entrepreneurs

An astute diagnosis of one of the biggest problems in business Denial is the unconscious determination that a certain reality is too terrible to contemplate, so therefore it cannot be true. We see it everywhere, from the alcoholic who swears he's just a social drinker to the president who declares "mission accomplished" when it isn't. In the business world, countless companies get stuck in denial while their challenges escalate into crises. Harvard Business School professor Richard S. Tedlow tackles two essential questions: Why do sane, smart leaders often refuse to accept the facts that threaten their companies and careers? And how do we find the courage to resist denial when facing new trends, changing markets, and tough new competitors? Tedlow looks at numerous examples of organizations crippled by denial, including Ford in the era of the Model T and Coca-Cola with its abortive attempt to change its formula. He also explores other companies, such as Intel, Johnson & Johnson, and DuPont, that avoided catastrophe by dealing with harsh realities head-on. Tedlow identifies the leadership skills that are essential to spotting the early signs of denial and taking the actions required to overcome it.

Traces the life and career of the enigmatic former CEO of Intel, drawing on private papers and interviews with his closest friends and associates to discuss such topics as the persecution he survived as a Hungarian Jew in the 1930s, his relationships with such figures as Gordon Moore and Robert Noyce, and his management talents. Reprint. 50,000 first printing.

From the New York Times bestselling author of Band of Brothers and D-Day, the definitive book on Lewis and Clark's exploration of the Louisiana Purchase, the most momentous expedition in American history and one of the great adventure stories of all time. In 1803 President Thomas Jefferson selected his personal secretary, Captain Meriwether Lewis, to lead a voyage up the Missouri River to the Rockies, over the mountains, down the Columbia River to the Pacific Ocean, and back. Lewis and his partner, Captain William Clark, made the first map of the trans-Mississippi West, provided invaluable scientific data on the flora and fauna of the Louisiana Purchase territory, and established the American claim to Oregon, Washington, and Idaho.

Ambrose has pieced together previously unknown information about weather, terrain, and medical knowledge at the time to provide a vivid backdrop for the expedition. Lewis is supported by a rich variety of colorful characters, first of all Jefferson himself, whose interest in exploring and acquiring the American West went back thirty years. Next comes Clark, a rugged frontiersman whose love for Lewis matched Jefferson's. There are numerous Indian chiefs, and Sacagawea, the Indian girl who accompanied the expedition, along with the French-Indian hunter Drouillard, the great naturalists of Philadelphia, the French and Spanish fur traders of St. Louis, John Quincy Adams, and many more leading political, scientific, and military figures of the turn of the century. High adventure, high politics, suspense, drama, and diplomacy combine with high romance and personal tragedy to make this outstanding work of scholarship as readable as a novel.

Chief Joy Officer

Burning the Books

The Fight for a Human Future at the New Frontier of Power

*Gross Universe Cash Heist

Enterprise: Entrepreneurship and Innovation

The Watson Dynasty

Grunch* of Giants

The most closely Guarded treasure on Earth. An explosive ancient secret. A breakneck journey into the heart of the Vatican. In a small, heavily fortified room just north of the Sistine Chapel, a master thief is about to strike. All he needs is an instant-to steal the most important treasure in the Vatican museum: two antique keys-one gold, one silver-that protect the secret of salvation.... But a surprise awaits Michael St. Pierre deep inside the Vatican, an ancient secret so explosive, it sends him running for his life—from the streets of Rome to a small stone church in Israel—with two stolen keys and a terrible realization: the consequences of his desperate, brazen act are far greater than he could ever have imagined. For the treasure he has uncovered—the gleaming prize buried within the most clandestine structure on earth—is about to bring him face-to-face with an enemy more shocking, frightening, and insidious than anyone can guess....

Dreams, schemes and opportunity as space opens for tourism and commerce. Twentieth century space exploration may have belonged to state-funded giants such as NASA, but there is a parallel history which has set the template for the future. Even before Apollo 11 landed on the Moon, private companies were exploiting space via communication satellites - a sector that is seeing exponential growth in the internet age. In human spaceflight, too, commercialisation is making itself felt. Billionaire entrepreneurs Elon Musk, Jeff Bezos and Richard Branson have long trumpeted plans to make space travel a possibility for ordinary people and those ideas are inching ever closer to reality. At the same time, other companies plan to mine the Moon for helium-3, or asteroids for precious metals. Science writer Andrew May takes an entertaining, in-depth look at the triumphs and heroic failures of our quixotic quest to commercialise the final frontier.

"[This] magnificent critical survey, with its inherent respect for both the 'Westt's mainstream high culture' and the 'radically changing world' of the 1990s, offers a new breakthrough for lay and scholarly readers

alike....Allows readers to grasp the big picture of Western culture for the first time." SAN FRANCISCO CHRONICLE Here are the great minds of Western civilization and their pivotal ideas, from Plato to Hegel, from Augustine to Nietzsche, from Copernicus to Freud. Richard Tarnas performs the near-miracle of describing profound philosophical concepts simply but without simplifying them. Ten years in the making and already hailed as a classic, THE PASSION OF THE WESTERN MIND is truly a complete liberal education in a single volume.

A history and analysis of the United States' involvement in the deposition of Guatemalan President Jacobo Árbenz and the consequences. Using documents obtained through the Freedom of Information Act, recently opened archival collections, and interviews with the actual participants, Immerman provides us with a definitive, powerfully written, and tension-packed account of the United States' clandestine operations in Guatemala and their consequences in Latin America today. "A valuable study of what Immerman correctly portrays as a seminal event, not just in the annals of the Cold War, but in U.S.-Latin American relations." —Washington Monthly "A damning indictment of American interference abroad." —Pittsburgh Press "A masterpiece of analysis." —Reviews in American History

Poetry and Enlightenment

The King of the Golden River

How Great Leaders Elevate Human Energy and Eliminate Fear

Walt Disney World and Orlando

The Thieves of Heaven

Passion of the Western Mind

The CIA in Guatemala

The San Francisco Bay Area is currently the jewel in the crown of capitalism—the tech capital of the world and a gusher of wealth from the Silicon Gold Rush. It has been generating jobs, spawning new innovation, and spreading ideas that are changing lives everywhere. It boasts of being the Left Coast, the Greenest City, and the best place for workers in the USA. So what could be wrong? It may seem that the Bay Area has the best of it in Trump's America, but there is a dark side of success: overheated bubbles and spectacular crashes; exploding inequality and millions of underpaid workers; a boiling housing crisis, mass displacement, and severe environmental damage; a delusional tech elite and complicity with the worst in American politics. This sweeping account of the Bay Area in the age of the tech boom covers many bases. It begins with the phenomenal concentration of IT in Greater Silicon Valley, the fabulous economic growth of the bay region and the unbelievable wealth piling up for the 1% and high incomes of Upper Classes—in contrast to the fate of the working class and people of color earning poverty wages and struggling to keep their heads above water. The middle chapters survey the urban scene, including the greatest housing bubble in the United States, a metropolis exploding in every direction, and a geography turned inside out. Lastly, it hits the environmental impact of the boom, the fantastical ideology of TechWorld, and the political implications of the tech-led transformation of the bay region.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

In this revolutionary bestseller, innovation expert Clayton M. Christensen says outstanding companies can do everything right and still lose their market leadership—or worse, disappear altogether. And not only does he prove what he says, but he tells others how to avoid a similar fate. Focusing on "disruptive technology," Christensen shows why most companies miss out on new waves of innovation. Whether in electronics or retailing, a successful company with established products will get pushed aside unless managers know when to abandon traditional business practices. Using the lessons of successes and failures from leading companies, The Innovator's Dilemma presents a set of rules for capitalizing on the phenomenon of disruptive innovation. Find out: When it is right not to listen to customers. When to invest in developing lower-performance products that promise lower margins. When to pursue small markets at the expense of seemingly larger and more lucrative ones. Sharp, cogent, and provocative, The Innovator's Dilemma is one of the most talked-about books of our time—and one no savvy manager or entrepreneur should be without.

NEW YORK TIMES BESTSELLER • The groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. "Impassioned.... Entertaining reading." —The Washington Post Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can—except ways that threaten the social order and their position atop it. They rebrand themselves as saviors of the poor; they lavishly reward "thought leaders" who redefine "change" in ways that preserve the status quo; and they constantly seek to do more good, but never less harm. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? His groundbreaking investigation has already forced a great, sorely needed reckoning among the world's wealthiest and those they hover above, and it points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world—a call to action for elites and everyday citizens alike.

The Fiery Reign and Troubled Legacy of IBM's Founding Father and Son

Energy for Future Presidents: The Science Behind the Headlines

Technology Ventures

Restoring a Competitive Economy

Changing the World One Step at a Time

The Twittering Machine

The Age of Reform