

## Masayoshi Son Aiming High

A Chicago Style Manual-type guide for anyone working on English-language publications about Japan. Primarily for nonspecialists, it also contains advice and lists of resources for translators and researchers.

A Wall Street Journal Business Bestseller: This "vivid" inside story of WeWork and its CEO tells the remarkable saga of one of the most audacious, and improbable, rises and falls in American business history (Ken Auletta). Christened a potential savior of Silicon Valley's startup culture, Adam Neumann was set to take WeWork, his office share company disrupting the commercial real estate market, public, cash out on the company's forty-seven billion dollar valuation, and break the string of major startups unable to deliver to shareholders. But as employees knew, and investors soon found out, WeWork's capital was built on promises that the company was more than a real estate purveyor, that in fact it was a transformational technology company. Veteran journalist Reeves Weideman dives deep into WeWork and its CEO's astronomical rise, from the marijuana and tequila-filled board rooms to cult-like company summer camps and consciousness-raising with Anthony Kiedis. Billion Dollar Loser is a character-driven business narrative that captures, through the fascinating psyche of a billionaire founder and his wife and co-founder, the slippery state of global capitalism. A Wall Street Journal Business Bestseller

“Vivid, carefully reported drama that readers will gulp down as if it were a fast-paced novel” (Ken Auletta)

This new edition of *Understanding Morphology* has been fully revised in line with the latest research. It now includes 'big picture' questions to highlight central themes in morphology, as well as research exercises for each chapter. *Understanding Morphology* presents an introduction to the study of word structure that starts at the very beginning. Assuming no knowledge of the field of morphology on the part of the reader, the book presents a broad range of morphological phenomena from a wide variety of languages. Starting with the core areas of inflection and derivation, the book presents the interfaces between morphology and syntax and between morphology and phonology. The synchronic study of word structure is covered, as are the phenomena of diachronic change, such as analogy and grammaticalization. Theories are presented clearly in accessible language with the main purpose of shedding light on the data, rather than as a goal in themselves. The authors consistently draw on the best research available, thus utilizing and discussing both functionalist and generative theoretical approaches. Each chapter includes a summary, suggestions for further reading, and exercises. As such this is the ideal book for both beginning students of linguistics, or anyone in a related discipline looking for a first introduction to morphology.

From the *Financial Times*'s global finance correspondent, the incredible true story of the

iconoclastic geeks who defied conventional wisdom and endured Wall Street's scorn to launch the index fund revolution, democratizing investing and saving hundreds of billions of dollars in fees that would have otherwise lined fat cats' pockets. Fifty years ago, the Manhattan Project of money management was quietly assembled in the financial industry's backwaters, unified by the heretical idea that even many of the world's finest investors couldn't beat the market in the long run. The motley crew of nerds—including economist wunderkind Gene Fama, humiliated industry executive Jack Bogle, bull-headed and computer-obsessive John McQuown, and avuncular former WWII submariner Nate Most—succeeded beyond their wildest dreams. Passive investing now accounts for more than \$20 trillion, equal to the entire gross domestic product of the US, and is today a force reshaping markets, finance and even capitalism itself in myriad subtle but pivotal ways. Yet even some fans of index funds and ETFs are growing perturbed that their swelling heft is destabilizing markets, wrecking the investment industry and leading to an unwelcome concentration of power in fewer and fewer hands. In *Trillions*, Financial Times journalist Robin Wigglesworth unveils the vivid secret history of an invention Wall Street wishes was never created, bringing to life the characters behind its birth, growth, and evolution into a world-conquering phenomenon. This engrossing narrative is essential reading for anyone who wants to understand modern finance—and one of the most pressing financial uncertainties of our time.

This new history of modern Japan covers its remarkable transformation from a small country on the fringe of international politics to the major world power it is today. Professor Tsuzuki traces Japan's pursuit of power, first by military and then by economic means, from her attempts to replace China at the centre of the Confucian Middle Kingdom; through the Meiji nationalist response to the inroads of nineteenth century western imperialism; and on to the post-war USJapanese alliance powering the economic miracle of the last half of the twentieth century. He examines Japan's political, intellectual, and industrial development throughout the last two centuries, with special attention to the wars that were fought, and argues that the history of Japan's modernization was closely linked to the growth of Japan's own imperialism. Tsuzuki goes on to reveal how some of the factors which contributed to remaking Japan as an economic giant have also been responsible for her recent economic and political difficulties.

Structure, Strategies, and Performance

Peter Thiel and Silicon Valley's Pursuit of Power

The Power Law

Investment Gurus

A Road Map to Wealth from the World's Best Money Managers

Inside the Hidden World of Islamic Finance

alibaba

The Founders

**THE STORY OF A TRULY INDIAN SPORTS BRAND THAT COULD GO PLACES BUT FAILED** Prashant Desai was seven when he lost his father. Growing up in poverty, his single-minded focus was to become wealthy and successful. Ranking fourth on the all-India Cost and Works Accountants exam at the age of twenty-one, joining the corporate world and working with leaders such as Rakesh Jhunjhunwala, Kishore Biyani and Jignesh Shah was a dream run that Prashant enjoyed, one that very few could even imagine and achieve. In April 2017, Prashant Desai founded a venture to build the first truly Indian sports brand - D:FY. In six months, Rajiv Mehta, who started Puma India and led it for seven years, joined him as a partner. They opened seventeen stores in seven cities, riding on great aspirations and confidence. The business lost Rs 30 crore in thirty months, virtually wiping out all that Prashant had earned for nearly thirty years. The venture failed not because Prashant did not possess the necessary vision, determination and courage; it failed because the number of things Prashant did wrong exceeded the number of things he did

right. One could weep over the fuselage or decode the black box. So, when Prashant decided to decode it, new possibilities emerged, revealing a treasure trove of success secrets. The Biography of a Failed Venture provides a brutally honest account of why D:FY failed and how entrepreneurs can avoid these pitfalls to make their business ventures successful.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion—on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller.

Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana

smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

Japan remains one of the most intriguing yet least understood nations. In a much needed, balanced and comprehensive analysis, among other remarkable revelations, this book presents for the first time a vital key to understanding the organisation of Japan's society and the behaviour of its people. The Japanese are not driven by a universal morality based on Good and Evil, but by broad aesthetic concepts based on Pure and Impure. What they include as 'impure' will surprise many readers.

A collection of insider accounts describing the organizational impact of COVID-19 In The Great Lockdown: Lessons Learned During the Pandemic from Organizations Around the Globe, expert strategists Shivaji Das, Aroop Zutshi , and Janesh Janardhanan deliver an insightful exploration of this once-in-a-lifetime event to unearth invaluable learnings for the future. Told through the experiences of CXOs at billion-dollar companies, star start-ups, and non-profits from around the world, the book chronicles the ups and downs of sophisticated organizations as they navigated the COVID-19 crisis through initiatives impacting

people, processes, and technology. Revealing case studies contributed by the CXOs of companies spanning multiple geographies - from the USA to Iran, Uganda to Hong Kong, and multiple sectors - social media, technology, aviation, luxury retail, healthcare, etc. Incisive analyses of the techniques and strategies that worked-or didn't-for organizations during the COVID-19 pandemic, covering the role and evolution of leadership, organizational culture, innovation and digitization Practical guidance for business leaders to apply to their own firms in times of great economic upheaval: the next pandemic, climate disasters, cyber-attacks The leaders contributing their organization's survival and revival stories include those from Julius Baer, SAP, Terumo, IndiGrid, Tapsi, Fonterra, Hornet Networks, Globalization Partners, beCuriou, GoGoX, Abacus Pharma, Real Wear Inc, SOS Children's Villages, Bangalore International Airport, and A Lange & Sohne. Perfect for executives, managers, and other business leaders, The Great Lockdown is an invaluable addition to the libraries of anyone interested in case studies of corporate resilience and endurance in the face of unprecedented economic challenges.

Includes the first English translation of Kotoku Shusui's  
Imperialism by Robert Thomas Tierney.

From Given Growth to Policy-aided Value Creation

The Pursuit of Power in Modern Japan 1825-1995

The Story of TikTok and China's ByteDance

Lessons Learned During the Pandemic from Organizations Around  
the World

Hollywood, China, and the Global Battle for Cultural Supremacy

Who They Are, What They Think and How They Are Changing Our  
World

How a Doctorpreneur Created a World-class Cancer Hospital Chain  
Trillions

**A cross-disciplinary approach is offered to consider the challenge of emerging technologies designed to enhance human bodies and minds. Perspectives from philosophy, ethics, law, and policy are applied to a wide variety of enhancements, including integration of technology within human bodies, as well as genetic, biological, and pharmacological modifications. Humans may be permanently or temporarily enhanced with artificial parts by manipulating (or**

**reprogramming) human DNA and through other enhancement techniques (and combinations thereof). We are on the cusp of significantly modifying (and perhaps improving) the human ecosystem. This evolution necessitates a continuing effort to re-evaluate current laws and, if appropriate, to modify such laws or develop new laws that address enhancement technology. A legal, ethical, and policy response to current and future human enhancements should strive to protect the rights of all involved and to recognize the responsibilities of humans to other conscious and living beings, regardless of what they look like or what abilities they have (or lack). A potential ethical approach is outlined in which rights and responsibilities should be respected even if enhanced humans are perceived by non-enhanced (or less-enhanced) humans as “no longer human” at all.**

**Dyson has become a byword for high-performing products, technology, design, and invention. Now, James Dyson, the inventor and entrepreneur who made it all happen, tells his remarkable and inspirational story in *Invention: A Life*, “one of the year’s most relevant and revelatory business books” (The Wall Street Journal).**

**Famously, over a four-year period, James Dyson made 5,127 prototypes of the cyclonic vacuum cleaner that would transform the way houses are cleaned around the world. In devoting all his resources to iteratively setbacks came hard-fought success. His products—including vacuum cleaners, hair dryer and hair stylers, and fans and purifiers—are not only revolutionary technologies, but design classics. This was a legacy of his time studying at the Royal College of Art in the 1960s, when he was inspired by some of the most famous artists, designers, and inventors of the era, as well as his engineering heroes such as Frank Whittle and Alex Issigonis. In *Invention: A Life*, Dyson reveals how he came to set up his own company and led it to become one of the most inventive technology companies in the world. It is a compelling and dramatic tale, with many obstacles overcome. Dyson has always looked to the future, even setting up his own university to help provide the next generation of engineers and designers. For, as he says, “everything changes all the time, so experience is of little use.” Whether you are someone who has an idea for a better product, an aspiring entrepreneur, whether you appreciate great design or a page-turning read,**

**Invention: A Life is an “entertaining and inspiring memoir” (Kirkus Reviews, starred review) that offers motivation, hope, and much more.**

**Strippers and Flippers . . . or a New Positive Force Helping to Drive the Economy . . . The untold story of Steve Schwarzman and Blackstone, the financier and his financial powerhouse that avoided the self-destructive tendencies of Wall Street. David Carey and John Morris show how Blackstone (and other private equity firms) transformed themselves from gamblers, hostile-takeover artists, and ‘barbarians at the gate’ into disciplined, risk-conscious investors. The financial establishment—banks and investment bankers such as Citigroup, Bear Stearns, Lehman, UBS, Goldman Sachs, Merrill Lynch, Morgan Stanley—were the cowboys, recklessly assuming risks, leveraging up to astronomical levels and driving the economy to the brink of disaster. Blackstone is now ready to break out once again since it is sitting on billions of dollars that can be invested at a time when the market is starved for capital. The story of a financial revolution—the greatest untold success story on Wall Street:Not only have Blackstone and a small coterie of competitors wrested control of**

**corporations around the globe, but they have emerged as a major force on Wall Street, challenging the likes of Goldman Sachs and Morgan Stanley for dominance. Great human interest story:How Blackstone went from two guys and a secretary to being one of Wall Street's most powerful institutions, far outgrowing its much older rival KKR; and how Steve Schwarzman, with a pay packet one year of \$398 million and \$684 million from the Blackstone IPO, came to epitomize the spectacular new financial fortunes amassed in the 2000s. Controversial:Analyzes the controversies surrounding Blackstone and whether it and other private equity firms suck the lifeblood out of companies to enrich themselves—or whether they are a force that helps make the companies they own stronger and thereby better competitors. The story by two insiders with access:Insightful and hard-hitting, filled with never-before-revealed details about the workings of a heretofore secretive company that was the personal fiefdom of Schwarzman and Peter Peterson. Forward-looking:How Blackstone and private equity will drive the economy and provide a model for how financing will work. From the Hardcover edition.**

**\*Picked by the Financial Times as a Best Read of 2021\***

**'Impressive and inspiring' Financial Times 'I have no intention of making small bets' - Masayoshi Son In order to understand what's happening in Silicon Valley, you just need to look at Masayoshi Son.**

**\_\_\_\_\_ There is no one in the world right now who is in a better position to influence the next wave of technology than Masayoshi Son. Not Jeff Bezos, not Mark Zuckerberg, not Elon Musk. They might have the money, but they lack Masa's combination of ambition, imagination, and nerve. Masayoshi Son is the most powerful person in Silicon Valley. As CEO and founder of the Japanese investment firm, SoftBank Group, 'Masa' has invested in some of the most exciting and influential tech companies in recent memory - Uber, WeWork, ByteDance, and many others. Prior to that, he was known as one of the first investors in Alibaba and Yahoo! He has an audacious vision for the future and one that is unmatched in the tech industry. Aiming High provides insight into this charismatic and visionary leader. Originally published in Japan, this book charts Son's rise from a Korean immigrant who left Japan at 16 to becoming one of the wealthiest people in the world. With unprecedented access to Son, including exclusive interviews, this book creates an authoritative**

**account of how SoftBank Group and its visionary and charismatic CEO is shaping the future of tech. \_\_\_\_\_**

**Is there one best way to run the modern business corporation? What is the appropriate balance between shareholders, executives, and employees? These questions are being vigorously debated as layoffs, scandals, and restructurings rattle companies around the world. The common assumption is that globalization is merging the varieties of corporate capitalism. Yet, as this book shows, corporations in Japan and the United States are responding differently to the pressures unleashed by globalization. In *The Embedded Corporation*, Sanford Jacoby traces this diversity to national differences in economic history and social norms, and, paradoxically, to global competition itself. The book's vantage point for exploring the varieties of capitalism is the human resource departments of large corporations, where changes in markets and technology turn into corporate labor policies affecting millions of workers. Despite some cross-fertilization, Japanese and American corporations maintain distinctive approaches to human resource management, which has important consequences for how firms compete, for corporate governance, and even for the level of**

**inequality in Japan and the United States. The Embedded Corporation is a major contribution to our understanding of comparative management and the relationship between business, society, and the global economy.**

**The SWET Guide for Writers, Editors, and Translators**

**WeWork, Adam Neumann, and the Great Startup Delusion**

**Dimensions of Japanese Society**

**Understanding Morphology**

**A Biography of Masayoshi Son**

**Breakout Nations: In Pursuit of the Next Economic Miracles**

**A Cultural History of Translation in Early Modern Japan**

THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and

elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

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(From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

We have written this book as a guide to the design and analysis of field studies of resource selection, concentrating primarily on statistical aspects of the comparison of the use and

availability of resources of different types. Our intended audience is field ecologists in general and, in particular, wildlife and fisheries biologists who are attempting to measure the extent to which real animal populations are selective in their choice of food and habitat. As such, we have made no attempt to address those aspects of theoretical ecology that are concerned with how animals might choose their resources if they acted in an optimal manner. The book is based on the concept of a resource selection function (RSF), where this is a function of characteristics measured on resource units such that its value for a unit is proportional to the probability of that unit being used. We argue that this concept leads to a unified theory for the analysis and interpretation of data on resource selection and can replace many ad hoc statistical methods that have been used in the past.

National Bestseller \* New York Times Editors' Choice \* Financial Times "Books to Read in 2022" "A gripping account of PayPal's origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible" (The Wall Street Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel,

## Online Library Masayoshi Son Aiming High

Julie Anderson, Max Levchin, Reid Hoffman, and many others whose stories have never been shared. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and

unprecedented access to thousands of pages of internal material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal's success. Described as "an intensely magnetic chronicle" (The New York Times) and "engrossing" (Business Insider), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

International Bestseller One of Foreign Policy's "21 Books to Read in 2012" A Publishers Weekly Top 10 Business Book "The best book on global economic trends I've read in a while."—Fareed Zakaria, CNN GPS To identify the economic stars of the future we should abandon the habit of extrapolating from the recent past and lumping wildly diverse countries together. We need to remember that sustained economic success is a rare phenomenon.

After years of rapid growth, the most celebrated emerging markets—Brazil, Russia, India, and China—are about to slow down. Which countries will rise to challenge them? In his best-selling book, writer and investor Ruchir Sharma identifies which countries are most likely to leap ahead and why, drawing insights from time spent on the ground and detailed demographic, political, and economic analysis. With a new chapter on America's future economic prospects, *Breakout Nations* offers a captivating picture of the shifting balance of global economic power among emerging nations and the West.

A new history of English trade and empire—revealing how a tightly woven community of merchants was the true origin of globalized Britain In the century following Elizabeth I's rise to the throne, English trade blossomed as thousands of merchants launched ventures across the globe. Through the efforts of these "mere merchants," England developed from a peripheral power on the fringes of Europe to a country at the center of a global commercial web, with interests stretching from Virginia to Ahmadabad and Arkhangelsk to Benin. Edmond Smith traces the lives of English merchants from their earliest steps into

business to the heights of their successes. Smith unpicks their behavior, relationships, and experiences, from exporting wool to Russia, importing exotic luxuries from India, and building plantations in America. He reveals that the origins of "global" Britain are found in the stories of these men whose livelihoods depended on their skills, entrepreneurship, and ability to work together to compete in cutthroat international markets. As a community, their efforts would come to revolutionize Britain's relationship with the world.

The Inside Story Behind Jack Ma and the Creation of the World's Biggest Online Marketplace

Resource Selection by Animals

Statistical Design and Analysis for Field Studies

King of Capital

Kotoku Shusui and Japan's First Anti-Imperialist Movement

The Key Man

Human Enhancement Technologies and Our Merger with Machines

A CEO's Journey from Founder to Leader

**A trillion dollar financial industry is revolutionizing the global economy. Governments and corporations across the Islamic world are increasingly**

turning to finance that complies with Shari'a law in order to fund economic growth. Even in the West, Islamic finance is rapidly becoming an important alternative source of funding at a time when the conventional finance industry is reeling from the effects of the financial crisis. From its origins in the seventh century, Islamic finance has sought to develop core ethical principles that are based in the foundations of Islam and Shari'a. By engaging critically with the complexities of international finance, it has evolved and adapted into a world emerging from the economic and moral aftermath of a global financial crisis. But with an increasing Western interest, is it able to remain true to the principles of its faith? Can it maintain its ideals of social justice? Or is Islamic finance guilty of the very dangers it seeks to avoid? In *Heaven's Bankers*, Harris Irfan, one of the world's leading Islamic finance bankers, gives unparalleled insight into the heart of this secretive industry. From his personal experience of working with leading bankers, scholars and lawyers, he debunks the myths of Islamic banking, analyzes its greatest deals and looks to the future of a system that has reprioritized the very nature of money itself. The keys to your peace lies in recognizing and dealing with polar opposites in your life. "Strike Your Balance" will help you negotiate many

**such contradictions you face in life, be it professional or personal. Contrasting situations, for example, in the professional sphere like the pursuit of ambition tempered with satisfaction with what you have, or personal, like your drive for generosity balanced with personal savings play an important role in our daily lives; relating to them, reconciling them to an equilibrium is a step towards your own peace. This book explores how these challenges can be negotiated and how to arrive at the best choice possible. It explores 18 such common contradictions that help people's inner peace. This book will help you: - Identify the various contradictions that evolve - How to tackle such contradictions? - How to arrive at the best decision that allows for your peace of mind? Srihari Palangala, Marketing Director at Dell Technologies for the Asia Pacific/Japan, EMEA and China regions, wrote this book after seeing people deal with choices in a fast-paced, hyper-connected world. If you want to take the step forward towards making that peace with yourself then make sure you quickly identify and resolve those diametric situations. Grab your copy today and strike your balance.**

**The American edition of the revelatory Swedish book Spotify Untold, the basis of the new Netflix Original series slated for 2022! "Two excellent**

**Swedish journalists recount the historic rise of the company that changed modern music not just as a riveting business tale, but as a lesson in tech geopolitics. Spotify's Daniel Ek shows why Silicon Valley does not always win."—David Kirkpatrick, New York Times bestselling author of The Facebook Effect Steve Jobs tried to stop this moment from ever happening. Google and Microsoft made bids to preempt it. The music industry blocked it time and again. Yet, on a summer's eve in 2011, the whiz kid CEO of a Swedish start-up celebrated his company's US launch. In the midst of the Apple-Android tech war and a music label crusade against piracy and illegal downloading, Spotify withdrew the battle lines, sent shockwaves through Silicon Valley, and got the hardline executives at Universal, Sony, and Warner to sign with its "free-mium" platform. In The Spotify Play, now adapted into an upcoming Netflix Original series, Swedish investigative tech journalists Sven Carlsson and Jonas Leijonhufvud, who covered the company from its inception, draw upon hundreds of interviews, previously untapped sources, and in-depth reporting on figures like Mark Zuckerberg, Sean Parker, Steve Jobs, Taylor Swift, Jay-Z, Pony Ma Huateng, and Jimmy Iovine. They have captured the riveting David vs. Goliath story of a disruptive innovator who played the**

**industry giants in a quest to revolutionize the consumption of sound, building today's largest online source of audio, with more than 50 million songs, one million-plus podcasts, and over 300 million users.**

**Investment advisor Peter J. Tanous takes readers behind the scenes with Wall Street's movers and shakers, going head-to-head with 14 of America's top money managers and four leading financial economists to uncover their proven techniques for beating the market consistently.**

**Masterful . . . [Thompson] illuminates both the fascinating coders and the bewildering technological forces that are transforming the world in which we live.' David Grann, author of The Lost City of ZFacebook's algorithms shaping the news. Uber's cars flocking the streets. Revolution on Twitter and romance on Tinder. We live in a world constructed of computer code. Coders - software programmers - are the people who built it for us. And yet their worlds and minds are little known to outsiders. In Coders, Wired columnist Clive Thompson presents a brilliantly original anthropological reckoning with the most influential tribe in today's world, interrogating who they are, how they think, what they value, what qualifies as greatness in their world, and what should give us pause. One of the most prominent journalists writing on technology today, Clive Thompson takes us into the**

**minds of coders, the most quietly influential people on the planet, in a journey into the heart of the machine - and the men and women who made it.**

**Coders**

**The Spotify Play**

**The Cult of We**

**The 48 Laws Of Power**

**Heaven's Bankers**

**Japan Style Sheet**

**Decoding Success Secrets from the Blackbox of a Dead Start-Up**

**Billion Dollar Loser**

**How did Tik Tok rise so fast? Who's really behind China's first truly global internet giant? In 2012, ByteDance was just a handful of geeks working out of a scrappy four-bedroom Beijing apartment. Today, it's the world's fastest-growing tech behemoth worth over \$100 billion. Written by China internet specialist and internationally recognized speaker Matthew Brennan and edited by TechCrunch journalist Rita Liao. Attention Factory is packed with over 300 pages of original**

**analysis and exclusive reporting that you cannot find elsewhere. The rise and fall of Vine and Musical.ly The company's iconic founder, Zhang Yiming The original China version of TikTok--Douyin ByteDance's first flagship app, Toutiao The power of short video memes And so much more... Discover how recommendation engines, content operations, and good old China-style growth hacking hold the key to this company's success. A creative blend of storytelling and analysis, Attention Factory is perfect for business professionals, technology firm investors, and anyone passionate about how the internet is impacting our lives. Get it now.**

**Aiming High A Biography of Masayoshi Son YouTeacher Magisterial in vision, sweeping in scope, this monumental work presents a seamless account of Japanese society during the modern era, from 1600 to the present. A distillation of more than fifty years' engagement with Japan and its history, it is the crowning work of our leading interpreter of the modern Japanese experience.**

**LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR ONE OF THE ECONOMIST'S BEST BOOKS OF 2021** In this compelling story of lies, greed and tarnished idealism, two Wall Street Journal reporters investigate a man who Bill Gates, Western governments, and other investors entrusted with billions of dollars to make profits and end poverty, but who now stands accused of masterminding one of the biggest, most brazen financial frauds ever. Arif Naqvi was charismatic, inspiring, and self-made—all the qualities of a successful business leader. The founder of Abraaj, a Dubai-based private-equity firm, Naqvi was the Key Man to the global elite searching for impact investments to make money and do good. He persuaded politicians he could help stabilize the Middle East after 9/11 by providing jobs and guided executives to opportunities in cities they struggled to find on the map. Bill Gates helped him start a \$1 billion fund to improve healthcare in poor countries and the UN and Interpol appointed him to boards. As Pope Francis blessed a move to harness capitalism for the good of the poor, Naqvi won the support of Obama's

**administration and investors, who compared him to Tom Cruise in Mission: Impossible. In 2018, Simon Clark and Will Louch were contacted by an anonymous whistleblower who said Naqvi had swindled investors out of hundreds of millions of dollars and offered bribes to sustain his billionaire lifestyle. Digging into the claims, Clark and Louch uncovered hundreds of documents and exposed the wrongdoing. In April 2019—months after their exposé broke—Naqvi was arrested on charges of fraud and racketeering, and faces up to 291 years in jail. Populated by a cast of larger-than-life characters and moving across Asia, Africa, Europe and America, The Key Man is the story of how the global elite was duped by a capitalist fairytale. Clark and Louch shine a light on efforts to clean up global capital flows even as opaque private equity firms amass trillions of dollars and offshore tax havens cast a veil of secrecy which prevents regulators, investors and citizens from understanding what's really going on in the finance industry. The first in-depth look at the multibillion-dollar company Alibaba.com—known to many as "China's eBay"—and the**

**inspirational story behind the man who created it. A bestseller in China and now translated into English and updated with recent events, Alibaba by Liu Shiying and Martha Avery tells the remarkable story behind the Internet phenomenon Alibaba.com and its founder Jack Ma, a man Barron's named one of the World's Top 30 CEOs in 2008. Ma's rise to prominence presents a riveting story: Despite growing up in China during the Cultural Revolution—in a period of total state control of the economy—he developed the keen entrepreneurial instincts that propelled him to billionaire status and enabled him to build a company outside the usual government channels. These instincts and habits incorporated martial arts training and allowed him to recognize, early on, that the Internet could leverage his company to rapid growth and also transform the way business is done around the world. Alibaba.com, where businesses can buy and sell everything from air beds to zippers, started with a modest initial investment of \$60,000 and has grown exponentially since its founding in 1999 to become the world's biggest business-to-**

**business Web site. In 2007 it became the second largest IPO in history (after Google), and Fast Company has named it one of the world's most innovative companies. As a result, smart investors and technology insiders will be keeping a close eye on Alibaba for years to come. Whether you're seeking to understand China's meteoric rise, or just searching for the next Google, Yahoo!, or Amazon, Alibaba is crucial reading.**

**The Embedded Corporation**

**The Epic Rise and Spectacular Fall of Adam Neumann and WeWork**

**Venture Capital and the Art of Disruption**

**Excellence Has No Borders**

**Play Nice But Win**

**The Community That Shaped England's Trade and Empire, 1550-1650**

**The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley**

**Attention Factory**

50% OFF! Holiday Season Special Price! The first ever English language biography of

## Online Library Masayoshi Son Aiming High

Masayoshi Son, Japan's foremost IT revolutionary and SoftBank's founder, chairman and CEO. Based on over twenty years of in-depth interviews and study, Atsuo Inoue brings Son's story to life in this translation of the Japanese best seller. From his humble beginnings as a son of Korean immigrants living in a shack in southwest Japan, to his aim to become No. 1 in the world as CEO of one of Japan's largest Internet companies, Inoue richly details Son's inspiring journey and the challenges he faced along the way. Told from the viewpoint of those who know him best—relatives, friends and business partners from around the world—the story reveals the truth about “rising Son,” the man who made “Information Revolution – Happiness for Everyone” his life's mission. Son was born in 1957 as a third generation Korean resident in Japan's Saga Prefecture. He entered one of the Prefecture's most prestigious high schools, attending for just the first semester before dropping out to venture to the US. He was only 16 years old. In the US, he acquired high school graduate equivalency in just three weeks through accelerated study and then entered the University of California, Berkeley. As a college student, he earned his first million dollars for the invention of an automatic voice translator. Then he came back to Japan to found SoftBank. Continuously realizing his aspirations, he made SoftBank into a multibillion dollar enterprise. He attributes his success to making decisions with extraordinary speed and by leveraging his friendships with innovators, including his close friend Steve Jobs. “I will create a self-sustaining enterprise that lasts over 300 years.” Such bold statements have garnered Son attention from all over the world. But who is the real Masayoshi Son? The author Atsuo Inoue has covered Son's career closely as a journalist and his insightful observations vividly paints an intimate portrait of the charismatic business revolutionary, who blends cool rational thought with fiery passion and genius. “I've never seen

such a comprehensive account of my life.” -Masayoshi Son, Chairman & CEO of SoftBank Corp.

"This is a fascinating book. It will educate you. Schwartzel has done some extraordinary reporting." – The New York Times Book Review “In this highly entertaining but deeply disturbing book, Erich Schwartzel demonstrates the extent of our cultural thrall to China. His depiction of the craven characters, American and Chinese, who have enabled this situation represents a significant feat of investigative journalism. His narrative is about not merely the movie business, but the new world order.” –Andrew Solomon, author of *Far from the Tree* and *The Noonday Demon* An eye-opening and deeply reported narrative that details the surprising role of the movie business in the high-stakes contest between the U.S. and China From trade to technology to military might, competition between the United States and China dominates the foreign policy landscape. But this battle for global influence is also playing out in a strange and unexpected arena: the movies. The film industry, Wall Street Journal reporter Erich Schwartzel explains, is the latest battleground in the tense and complex rivalry between these two world powers. In recent decades, as China has grown into a giant of the international economy, it has become a crucial source of revenue for the American film industry. Hollywood studios are now bending over backward to make movies that will appeal to China’s citizens—and gain approval from severe Communist Party censors. At the same time, and with America’s unwitting help, China has built its own film industry into an essential arm of its plan to export its national agenda to the rest of the world. The competition between these two movie businesses is a Cold War for this century, a clash that determines whether democratic or authoritarian values will be broadcast most powerfully around the world. *Red Carpet* is packed

with memorable characters who have—knowingly or otherwise—played key roles in this tangled industry web: not only A-list stars like Matt Damon, Angelina Jolie, and Richard Gere but also eccentric Chinese billionaires, zany expatriate filmmakers, and starlets who disappear from public life without explanation or trace. Schwartzel combines original reporting, political history, and show-biz intrigue in an exhilarating tour of global entertainment, from propaganda film sets in Beijing to the boardrooms of Hollywood studios to the living rooms in Kenya where families decide whether to watch an American or Chinese movie. Alarming, occasionally absurd, and wildly entertaining, *Red Carpet* will not only alter the way we watch movies but also offer essential new perspective on the power struggle of this century.

Shows how Japanese anxiety about overpopulation was used to justify expansion, blurring lines between migration and settler colonialism. This title is also available as Open Access. "Translation, in one form or another, has been present in all major exchanges between cultures in history. Japan is no exception, and it is part of the standard narrative of Japanese history that translation has played a formative role in the development of indigenous legal and religious systems as well as literature, from early contact with China to the present-day impact of world literatures in Japanese translation. Yet translation is by no means a mainstream area of study for historians of Japan and there are no monograph-length overviews of the history of pre-modern Japanese translation available in any language"--

**WALL STREET JOURNAL BESTSELLER** From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years

later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its legacy—or destroy it completely. *Play Nice But Win* is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

Strike Your Balance

Learning to Industrialize

Gender, Margins and Mainstream

Invention

The Great Lockdown

The Biography of a Failed Venture

The True Story of How the Global Elite Was Duped by a Capitalist Fairy Tale

Masayoshi Son, SoftBank, and Disrupting Silicon Valley

***Hedge Funds: Structure, Strategies, and Performance provides a synthesis of the***

***theoretical and empirical literature on this intriguing, complex, and frequently misunderstood topic. The book dispels some common misconceptions of hedge funds, showing that they are not a monolithic asset class but pursue highly diverse strategies. Furthermore, not all hedge funds are unusually risky, excessively leveraged, invest only in illiquid assets, attempt to profit from short-term market movements, or only benefit hedge fund managers due to their high fees. Among the core issues addressed are how hedge funds are structured and how they work, hedge fund strategies, leading issues in this investment, and the latest trends and developments. The authors examine hedge funds from a range of perspectives, and from the theoretical to the practical. The book explores the background, organization, and economics of hedge funds, as well as their structure. A key part is the diverse investment strategies hedge funds follow, for example some are activists, others focusing on relative value, and all have views on managing risk. The book examines various ways to evaluate hedge fund performance, and enhances understanding of their regulatory environment. The extensive and engaging examination of these issues help the reader understand the important issues and trends facing hedge funds, as well as their future prospects.***

***This book proposes a new, pragmatic way of approaching economic development which features policy learning based on a comparison of international best policy practices. While the important role of government in promoting private sector development is being recognized, policy discussion often remains general without details as to what exactly to do and how to avoid common pitfalls. This book fills the gap by showing concrete policy contents, procedures, and organizations adopted in***

***high-performing East Asian economies. Natural resources and foreign aid and investment can take a country to a certain income level, but growth stalls when given advantages are exhausted. Economies will be caught in middle income traps if growth impetus is not internally generated. Meanwhile, countries that have soared to high income introduced mindset, policies, and institutions that encouraged, or even forced, accumulation of human capital – skills, technology, and knowledge. How this can be done systematically is the main topic of policy learning. However, government should not randomly adopt what Singapore or Taiwan did in the past. A continued march to prosperity is possible only when policy makers acquire capability to formulate policy suitable for local context after studying a number of international experiences. Developing countries wanting to adopt effective industrial strategies but not knowing where to start will benefit greatly by the ideas and hands-on examples presented by the author. Students of development economics will find a new methodological perspective which can supplement the ongoing industrial policy debate. The book also gives an excellent account of national pride and pragmatism exhibited by officials in East Asia who produced remarkable economic growth, as well as serious effort by an African country to emulate this miracle.***

***A New York Times Notable Book A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic, controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics “Max Chafkin’s The Contrarian is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It’s also a***

***disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America's relentless engine of creative destruction."***—Brad Stone, author of *The Everything Store* and *Amazon Unbound* Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. *The Contrarian* illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, *The Contrarian* is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry whose explosive growth and power is both thrilling and fraught with controversy.

***As a fledgling doctor, what would you choose: practising medicine in rural India or***

***going abroad in search of financial security? How would you face the people who depend on you if your wealth is wiped out in the stock market? How would you pursue a dream project, knowing the many challenges that lie ahead? In Excellence Has No Borders, Dr B.S. Ajaikumar, an oncologist, answers these questions in an inspiring and fascinating narrative. He details how he has made cancer treatment accessible to all and created a chain of world-class cancer hospitals across India. Providing a captivating account of his entrepreneurial journey, Dr Ajaikumar recounts the challenges and successes on the path to becoming a doctorpreneur. The book, containing lessons from his life, shows how tenacity, hard work and self-confidence can go a long way in achieving the unimaginable. It is a must-read for anyone looking for inspiration. A Simon & Schuster eBook. Simon & Schuster has a great book for every reader. How CEO and Founder Daniel Ek Beat Apple, Google, and Amazon in the Race for Audio Dominance***

***Corporate Governance and Employment Relations in Japan and the United States***

***Monster of the Twentieth Century***

***The Contenders***

***The Remarkable Rise, Fall, and Rise Again of Steve Schwarzman and Blackstone***

***Who Will Lead India Tomorrow?***

***A Life***

***Merchants***

From an award-winning financial historian comes the gripping, character-driven

story of venture capital and the world it made Innovations rarely come from "experts." Jeff Bezos was not a bookseller; Elon Musk was not in the auto industry. When it comes to innovation, a legendary venture capitalist told Sebastian Mallaby, the future cannot be predicted, it can only be discovered. Most attempts at discovery fail, but a few succeed at such a scale that they more than make up for everything else. That extreme ratio of success and failure is the power law that drives venture capital, Silicon Valley, the tech sector, and, by extension, the world. Drawing on unprecedented access to the most celebrated venture capitalists of all time, award-winning financial historian Sebastian Mallaby tells the story of this strange tribe of financiers who have funded the world's most successful companies, from Google to SpaceX to Alibaba. With a riveting blend of storytelling and analysis, *The Power Law* makes sense of the seeming randomness of success in venture capital, an industry that relies, for good and ill, on gut instinct and personality rather than spreadsheets and data. We learn the unvarnished truth about some of the most iconic triumphs and infamous disasters in the history of tech, from the comedy of errors that was the birth of Apple to the venture funding that fostered hubris at WeWork and Uber to the industry's notorious lack of women and ethnic minorities. Now the power law echoes around the world: it has transformed China's digital economy beyond recognition,

and London is one of the top cities for venture capital investment. By taking us so deeply into the VCs' game, *The Power Law* helps us think about our own future through their eyes.

How a Band of Wall Street Renegades Invented the Index Fund and Changed Finance Forever

Hedge Funds

Aiming High

The Contrarian

Red Carpet

The Making of Japanese Settler Colonialism

The Making of Modern Japan