

Softwar An Intimate Portrait Of Larry Ellison And Oracle

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a \$1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-King of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman. How did companies like Facebook, Paypal, Oracle, and Google get started? Who built the internet as we know it now? What are their stories? How did these tech giants turn innovation into a global technological empire? You'll learn it all and more with The Tech Billionaires Collection! This exciting new collection gives you five biographies in a single bundle for one low price. Through their hardships, discoveries, and ultimately their success, these self-made men are the pinnacle of modern technology and have risen to become the top billionaires of our time. What sets them apart from everyone else? And who, exactly, are they? Included in this bundle are the biographies of some of the most fascinating men in modern technology: Mark Zuckerberg The Facebook Billionaire Jack Ma The Man Who Created Alibaba Peter Thiel The Contrarian Billionaire Larry Ellison The Founder of Oracle Larry Page and Sergey Brin The Google Billionaire Founders Did you know Google was originally a research project at Stanford University? That Oracle got it's name from the CIA? Or why Facebook's logo is blue? The men behind them do! Learn their secrets to success in this fantastic biography collection that doesn't just give you background into who they are but also explains how they think and why that drove them to achieve such great accomplishments! In an industry where dreams are made (and many fail), these five tech billionaires have risen to the top. Learn about their lives and their dreams in this biography collection!

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These

companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

Preparing Students for Life and Work: Policies and Reforms Affecting Higher Education's Principal Mission raises important aspects of higher education that affect the lives and work prospects of students, discussing them in the context of different countries and over time.

History Has Begun

Biographies of Facebook's Mark Zuckerberg, Alibaba's Jack Ma, Peter Thiel, Larry Ellison, and The Google Founders

The Billionaire and the Mechanic

Policies and Reforms Affecting Higher Education's Principal Mission

The Infinite Machine

Memoir of a Home Divided

***god Doesn't Think He's Larry Ellison / Inside Oracle Corporation**

How Microsoft's Mogul Reinvented an Industry--and Made Himself the Richest Man in America

When companies suffer a dramatic even catastrophic drop in their share price, investors who lose their shirts and employees their jobs. But often, a company's accounts offer clues to impending disaster, providing you know where to look. In the forensic examination of more than 20 recent stock market disasters, Tim S how companies hide or disguise worrying facts about the robustness of their b

his lively style, he looks at the themes that underlie the ways companies hide the truth. He stresses that in an assessment of a company's accounts, investors should always keep in mind that the only fact is cash; everything else - profit, assets, etc - is a matter of opinion. Full of invaluable lessons for investors, the book concludes with some thoughtful observations on what is wrong in the worlds of investment, audit and financial regulation, and what changes should be introduced.

Written with the verve of such works as *The Big Short*, *The History of the Future* and *The Spider Network*, here is the fascinating, true story of the rise of Ethereum, the world's biggest digital asset in the world, the growth of cryptocurrency, and the future of the internet as we know it. Everyone has heard of Bitcoin, but few know about the second largest cryptocurrency, Ethereum, which has been heralded as the "next internet." The story of Ethereum begins with Vitalik Buterin, a supremely gifted nineteen-year-old autodidact who saw the promise of blockchain when the technology was in its early stages. He convinced a crack group of coders to join him in his quest to make a decentralized, global computer. *The Infinite Machine* introduces Vitalik's ingenious idea and unfolds Ethereum's chaotic beginnings. It then explores the brilliant innovation and the reckless greed the platform—an infinitely adaptable foundation for experimental new applications—has unleashed and the consequences that resulted as the frenzy surrounding it grew: increased regulatory scrutiny, incipient Wall Street interest, and the founding team's effort to get the Ethereum platform to scale so it can eventually be accessible to the masses. Financial journalist and cryptocurrency expert Camila Elias details the wild and often hapless adventures of a team of hippy-anarchists, led by an ambivalent visionary, and lays out how this new foundation for the internet has spurred both transformation and fraud—turning some into millionaires and others into felons—and revolutionize our ideas about money.

Over its venerable history, Hadrian's Wall has had an undeniable influence in shaping the British landscape, both literally and figuratively. Once thought to be a soft border, recent research has implicated it in the collapse of a farming civilisation centuries ago, in making, and in fuelling an insurgency characterised by violent upheaval. Examining the everyday impact of the Wall over the three centuries it was in operation, Matthew Symonds sheds new light on its underexplored human story by discussing how the archaeological evidence speaks of a hard border scything through a previously open landscape, bringing dramatic change in its wake. The Roman soldiers posted to Hadrian's Wall were overwhelmingly recruits from the empire's occupied territories, and for them the Wall could be a place of fear and magic where supernatural protection was invoked through the spells of guard duty. Since antiquity, the Wall has been exploited by powers craving the legitimacy that came with being accepted as the heirs of Rome: it helped forge the English and Scottish nationhood, and even provided a model of selfless cultural collaboration when the British Empire needed reassurance. It has also inspired countless works of art for centuries, appearing in a more or less recognisable guise in works ranging from Rudyard Kipling's *Puck of Pook's Hill* to George R. R. Martin's *A Game of Thrones*. Combining an archaeological analysis of the monument itself and an examination of its rich legacy and contemporary relevance, this volume presents a reliable, modern

perspective on the Wall.

Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one strategic move, Larry Ellison threw much of the business software field into play, saying "It's not enough that I succeed, everyone else must fail" has been so often used or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not mere hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, widely credited with bringing order out of the chaos that was Oracle in the early years and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers. Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who brought much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century industrial barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and *Everyone Else Must Fail* raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's tendency to be his own company's worst enemy.

The Women Who Propelled Us, from Missiles to the Moon to Mars

Inside the Secret Software Power

Rise of the Rocket Girls

Transatlantic Encounters

The Brass Ring

M&A Lessons that Rise Above the Ashes

The Birth of a New America

The Art of UNIX Programming

Job titles like "Technical Architect" and "Chief Architect" nowadays abound in software industry, yet many people suspect that "architecture" is one of the most overused and least understood terms in professional software development. Gorton's book tries to resolve this dilemma. It concisely describes the essential elements of knowledge and key skills required to be a software architect. The explanations encompass the essentials of architecture thinking, practices, and

supporting technologies. They range from a general understanding of structure and quality attributes through technical issues like middleware components and service-oriented architectures to recent technologies like model-driven architecture, software product lines, aspect-oriented design, and the Semantic Web, which will presumably influence future software systems. This second edition contains new material covering enterprise architecture, agile development, enterprise service bus technologies, RESTful Web services, and a case study on how to use the MeDICi integration framework. All approaches are illustrated by an ongoing real-world example. So if you work as an architect or senior designer (or want to someday), or if you are a student in software engineering, here is a valuable and yet approachable knowledge source for you.

The riveting true story of the women who launched America into space. In the 1940s and 50s, when the newly minted Jet Propulsion Laboratory needed quick-thinking mathematicians to calculate velocities and plot trajectories, they didn't turn to male graduates. Rather, they recruited an elite group of young women who, with only pencil, paper, and mathematical prowess, transformed rocket design, helped bring about the first American satellites, and made the exploration of the solar system possible. For the first time, Rise of the Rocket Girls tells the stories of these women -- known as "human computers" -- who broke the boundaries of both gender and science. Based on extensive research and interviews with all the living members of the team, Rise of the Rocket Girls offers a unique perspective on the role of women in science: both where we've been, and the far reaches of space to which we're heading. "If Hidden Figures has you itching to learn more about the women who worked in the space program, pick up Nathalia Holt's lively, immensely readable history, Rise of the Rocket Girls." -- Entertainment Weekly

With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

The ultimate interactive public speaking guide from tech speakers Poornima Vijayashanker and Karen Catlin that prepares and encourages techies to discover their expertise, confidently share it, and successfully level up in their careers. Techies around the world can now jump start and grow their speaking careers with the book, Present! A Techie's Guide to Public Speaking, written by tech leaders, Poornima Vijayashanker and Karen Catlin. The book serves as a resource for technology professionals who want or need to develop the skills to communicate their expertise effectively, whether in a meeting at work or

delivering an engaging talk at a conference. Poornima, who is the founder of Femgineer and the founding engineer of Mint.com, collaborated with former Adobe vice president and founder of Karen Catlin Consulting, Karen Catlin, to compile and share their lessons, tips, and techniques learned from their own experiences as professional tech speakers. "Karen and I wanted to write this book so that our fellow techies would have a comprehensive resource to help them with their own public speaking endeavors. So many folks in the tech industry have amazing ideas and experience, but they often feel stuck on how to present them effectively. Also, our hope is that more women will be inspired by our stories and encouraged to get out there and share their own valuable expertise through public speaking in order to boost representation of women tech speakers," Poornima said. Present! covers public speaking from A to Z. Through stories, examples, and interactive exercises, Poornima and Karen dive into topics including, overcoming stage fright, exploring personal speaking style, creating the right talk for the right audience, polishing presence and delivery, and nailing any type of talk, whether it's a lightning or long-form talk or being part of a panel. Karen said, "Even though Poornima and I are professional speakers, we felt it was important to share our own feelings of nerves and uncertainty, and bumps we've had along the way - and sometimes continue to experience. It was important for us to communicate that no one is perfect and it really is okay when talks don't always go according to plan. Our hope is that by being open, we'll be able to give others the confidence and the techniques to handle situations when they arise, deliver an amazing presentation, and most importantly, have FUN!"

Jack Welch, General Electric, and the Pursuit of Profit

The Tech Billionaires Collection
How Customer Behaviour and Technology Will Change the Future of Financial Services

How an Army of Crypto-hackers Is Building the Next Internet with Ethereum
A Biography

How Larry Ellison and a Car Mechanic Teamed up to Win Sailing's Greatest Race, the Americas Cup, Twice

How Social Software Will Change the Future of Work
And All is Said

Paris was the artistic capital of the world in the 1920s and '30s, providing a home and community for the French and international avant-garde. Latin American artists contributed to and reinterpreted nearly every major modernist movement that took place in the creative center of Paris between World War I and World War II, including Cubism (Diego Rivera), Surrealism (Antonio Berni and Roberto Matta), and Constructivism (Joaquin Torres-Garcia). Yet their participation in the Paris art scene has remained largely overlooked until now. This book examines their collective role, surveying the work of both household names and an extraordinary array of lesser-known artists. Michele Greet illuminates the significant ways in which Latin American expatriates helped establish modernism and, conversely, how a Parisian environment influenced the development of Latin American artistic identity. The Art of UNIX Programming poses the belief that understanding the unwritten UNIX engineering tradition and mastering its design

patterns will help programmers of all stripes to become better programmers. This book attempts to capture the engineering wisdom and design philosophy of the UNIX, Linux, and Open Source software development community as it has evolved over the past three decades, and as it is applied today by the most experienced programmers. Eric Raymond offers the next generation of "hackers" the unique opportunity to learn the connection between UNIX philosophy and practice through careful case studies of the very best UNIX/Linux programs.

In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company: perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. *Softwar* examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In *Softwar*, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, *Softwar* gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, *Softwar* is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business stories of all time.

Gates reveals the guiding genius behind the unparalleled success of the Microsoft Corporation-- the biggest and most profitable personal computer software company in history-- and exposes the intensely competitive tactics that help it dominate the desktops of

America. Chairman and co-founder of Microsoft, Bill Gates is the most powerful person in the computer industry and the youngest self-made billionaire in history. His company's DOS and Windows programs are such universal standards that more than nine out of ten personal computers depend on Microsoft software. Under the "Microsoft Everywhere" rallying cry, Gates intends to expand his company's worldwide dominance to office equipment, communications, and home entertainment. Vivid and definitive, Gates details the behind the scenes history of the personal computer industry and its movers and shakers, from Apple to IBM, from Steve Jobs to Ross Perot. Uncovering the inside stories of the bitter battle for control of the expanding personal computing market, Gates is a bracing, comprehensive portrait of the industry, the company, and the man-- and what they mean for a future where software is everything.

Present! a Techie's Guide to Public Speaking

Hadrian's Wall

Preparing Students for Life and Work

Software Development across Borders

SAP

Abraham Lincoln as Commander in Chief

The Unvarnished Truth About Oracle and Larry Ellison

Impact on Business and Society

A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's co-founder and chief executive. Reprint. 20,000 first printing.

In this biographical study of his own family, Zareer Masani describes in a brutally frank language his own assessment about the intimate life of his parents, the charismatic Indian politician Minoo Masani and his talented wife Shakuntala.

A detailed look at the worst M&A deals ever and the lessons learned from them It's common knowledge that about half of all merger and acquisition (M&A) transactions destroy value for the buyer's shareholders, and about three-quarters fall short of the expectations prevailing at the time the deal is announced. In Deals from Hell, Robert Bruner, one of the foremost thinkers and educators in this field, uncovers the real reasons for these mishaps by taking a closer look at twelve specific instances of M&A failure. Through these real-world examples, he shows readers what went wrong and why, and converts these examples into cautionary tales for executives who need to know how they can successfully navigate their own M&A deals. These page-turning business narratives in M&A failure provide much-needed guidance in this area of business. By addressing the key factors to M&A success and failure, this comprehensive guide illustrates the best ways to analyze, design, and implement M&A deals. Filled with in-depth insights, expert advice, and valuable lessons gleaned from other M&A transactions, Deals from Hell helps readers avoid the common pitfalls associated with this field and presents them with a clear framework for thinking about how to make any M&A transaction a success.

"Admired as a visionary leader and brilliant business mind, feared as a ruthless and formidable competitor, and loathed as an egomaniac with an explosive temper, Oracle founder and CEO Larry Ellison has emerged as one of the most controversial figures in a sea of brilliant, eccentric Silicon Valley luminaries. But for such a high-profile character, Ellison maintains an enigmatic air, and his superachieving, multimillion-dollar company remains a rarely studied entity. Now, The Oracle of Oracle

goes behind the scenes to uncover the breakthrough ideas and winning strategies that have propelled Oracle's phenomenal growth and breathtaking success. The book walks readers through Oracle's fascinating history since its relational database hit the market in 1977, identifying and explaining strategies such as: * Forge ahead and fix weaknesses--lessons from the early 90s when Oracle derailed, but was nursed back to health. * Grow the Oracle way--by making new products, not acquiring new companies. * Crush the competition--it's not enough to succeed; all others must fail. * Sales today make markets tomorrow--tap into the sales force to develop products, promote a vision, beat competitors. The Oracle of Oracle is an intriguing, illuminating read for entrepreneurs who wonder what it takes to build a world-class company from scratch...for managers and executives who want to integrate Oracle's philosophies and culture into their own...and for business readers who relish an up-close report from the battle zones of the software industry."

Why the New World Disorder Constantly Surprises Us and what We Can Do about it

Bank 2.0

The Republic of False Truths

An Intimate Portrait of Larry Ellison and Oracle

The Making of Lemonade

Fascinating Myths and Legends of Gods, Goddesses, Heroes and Monster from the Ancient Greek Mythology

Protecting the Roman Empire

Greek Mythology

A Simon & Schuster eBook. Simon & Schuster has a great book for every reader.

The Roman army enjoys an enviable reputation as an instrument of waging war, but as the modern world reminds us, an enduring victory requires far more than simply winning battles. When it came to suppressing counterinsurgencies, or deterring the depredations of bandits, the army frequently deployed small groups of infantry and cavalry based in fortlets. This remarkable installation type has never previously been studied in detail, and shows a new side to the Roman army. Rather than displaying the aggressive uniformity for which the Roman military is famous, individual fortlets were usually bespoke installations tailored to local needs. Examining fortlet use in north-west Europe helps explain the differing designs of the Empire's most famous artificial frontier systems: Hadrian's Wall, the Antonine Wall, and the Upper German and Raetian limites. The archaeological evidence is fully integrated with documentary sources, which disclose the gritty reality of life in a Roman fortlet.

Do you know that The Olympians Weren't the Original Immortals? Or that the Goddess Hera restored her virginity each year? The ancient Greeks wove one of the richest and best-preserved collections of stories of all the early civilizations, from the dawn of creation to the bloody siege at Troy. Discover: how Zeus comes to reign supreme with Hera by his side. how the lovely goddess of spring, Persephone, ends up as the Queen of the Underworld. Adventure of Perseus as he seeks the head of Medusa to deliver his mother from a tyrant. Stories of Hercules and experience the cunning of Theseus as he claims his birthright as king of Attica. The unfolding of the famous Trojan War from its unbelievable beginning through its astounding conclusion. Odysseus on his ten-year voyage home to Ithaca. And many other amazing tales! Get this book and discover the fascinating world of Greek Mythology today!

**"James M. McPherson's Tried by War is a perfect primer . . . for anyone who wishes to understand the evolution of the president's role as commander in chief. Few historians write as well as McPherson, and none evoke the sound of battle with greater clarity."
—The New York Times Book Review The Pulitzer Prize-winning author reveals how Lincoln won the Civil War and invented the role of commander in chief as we know it As we celebrate the bicentennial of Lincoln's birth, this study by preeminent, bestselling**

Civil War historian James M. McPherson provides a rare, fresh take on one of the most enigmatic figures in American history. *Tried by War* offers a revelatory (and timely) portrait of leadership during the greatest crisis our nation has ever endured.

Suspenseful and inspiring, this is the story of how Lincoln, with almost no previous military experience before entering the White House, assumed the powers associated with the role of commander in chief, and through his strategic insight and will to fight changed the course of the war and saved the Union.

Enterprise 2.0

Software Studies

The Story of Volatile CEO Larry Ellison and the Strategies Behind His Company's Phenomenal Success

Power, Influence and the Brascan Empire

Fortlets, Frontiers, and the Quest for Post-Conquest Security

The Untold Story of Banana Republic

Softwar

Difference Between God And Larry Ellison*, The *god Doesn't Think He's Larry E

SoftwarAn Intimate Portrait of Larry Ellison and OracleSimon and Schuster

Popular consensus says that the US rose over two centuries to Cold War victory and world domination, and is now in slow decline. But is this right? History's great civilizations have always lasted much longer, and for all its colossal power, American culture was overshadowed by Europe until recently. What if this isn't the end? In *History Has Begun*, Bruno Maçães offers a compelling vision of America's future, both fascinating and unnerving. From the early American Republic, he takes us to the turbulent present, when, he argues, America is finally forging its own path. We can see the birth pangs of this new civilization in today's debates on guns, religion, foreign policy and the significance of Trump. Should the coronavirus pandemic be regarded as an opportunity to build a new kind of society? What will its values be, and what will this new America look like? Maçães traces the long arc of US history to argue that in contrast to those who see the US on the cusp of decline, it may well be simply shifting to a new model, one equally powerful but no longer liberal. Consequently, it is no longer enough to analyze America's current trajectory through the simple prism of decline vs. progress, which assumes a static model—America as liberal leviathan. Rather, Maçães argues that America may be casting off the liberalism that has defined the country since its founding for a new model, one more appropriate to succeeding in a transformed world.

Expanded to include the behind-the-scenes story of the 34th America's Cup and Team USA's incredible comeback Down eight-to-one in the 34th America's Cup in September 2013, Oracle Team USA pulled off a comeback for the ages, with eight straight wins against Emirates Team New Zealand. Julian Guthrie's *The Billionaire and the Mechanic* tells the incredible story of how a car mechanic and one of the world's richest men teamed up to win the world's greatest race. With a lengthy new section on the 34th America's Cup, Guthrie also shows how they did it again. The America's Cup, first awarded in 1851, is the oldest trophy in international sports. In 2000, Larry Ellison, co-founder and billionaire CEO of Oracle Corporation, decided to run for the prize and found an unlikely partner in Norbert Bajurin, a car mechanic and Commodore of the blue-collar Golden Gate Yacht Club. After unsuccessful runs for the Cup in 2003 and 2007, they won for the first time in 2010. With unparalleled access to Ellison and his team, Guthrie takes readers inside the building process of these astonishing boats and the lives of the athletes who race them and throws readers into exhilarating races from Australia to Valencia.

This collection of short expository, critical and speculative texts offers a field guide to the cultural, political, social and aesthetic impact of software. Experts from a range of disciplines each take a key topic in software and the understanding of software, such as algorithms and logical structures.

Wild Company
A Lexicon
Deals from Hell

Network Aesthetics
The Age of the Unthinkable
Creating Division
Tried by War

This book offers key insights into how to manage software development across international boundaries. It is based on a series of case studies looking at the relationships between firms from North America, the UK, Japan and Korea with Indian software houses. In these case studies, which have typically been compiled over a 3-4 year timespan, the authors analyse the multi-faceted challenges encountered in managing these Global Software Alliances (GSAs). These challenges range from the conflicts that managers face when dealing with distance, to the tensions of transferring knowledge across time and space, to issues in trying to establish universal standards in a context of constant change, and the problems of identity that developers and clients experience in having to deal with different organizations and countries. Throughout the book, the authors draw on their extensive research and experience to offer constructive advice on how to manage GSAs more effectively.

"O'Boyle has researched and written a monumental book that should be mandatory reading for all CEOs and anyone concerned with business ethics." --The Philadelphia Inquirer "Superb . . . a spirited study of General Electric, and of its sometimes brilliant, sometimes bungling, but always ruthless boss, Jack Welch." --Chicago Sun-Times With convincing passion and meticulous research, Thomas F. O'Boyle explores the forces behind General Electric's rise to the top of Wall Street, questioning if GE, with chief executive officer Jack Welch at the helm, is still "bringing good things to life."

Welch--explosive, profit-hungry, and pragmatic--catapulted GE's stocks to the top, up 1,155 percent from 1982 to 1997. O'Boyle argues that these astounding results have come only with the heavy price of employees' lives, blighted under the tyranny of "Neutron Jack" Welch, so named for his bomb-like ability to eliminate staff without disturbing surrounding operations. During Welch's reign, hard-nosed success tactics--unblinking downsizing, ruthless acquisition negotiations, and the virtual abandonment of manufacturing in favor of the more glamorous entertainment and financial services industries--coexist with scandals like price-fixing, pollution, and defense contract fraud. Sure to spark controversy, this gripping, comprehensive account begs the greater question: Is Jack Welch's GE a model

company for business in the next century, or is it time to change the way the world does business? "Smoothly written and thoroughly researched." --USA Today "This book makes a valuable contribution to our understanding of corporate America. . . . Thomas F. O'Boyle persuades you that GE--Jack Welch's GE--brings bad things to life. In abundance." --Washington Monthly

Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, *Netnography: Redefined* is an indispensable guide to the understanding and conduct of Internet ethnography. With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and nursing, and multiple examples from the worlds of Facebook, Twitter, LinkedIn, and other social media sites. Like its predecessor, *Netnography: Redefined* includes full, step-by-step procedural guidelines for the accurate and ethical conduct of netnography. Yet this edition adapts netnography to include big data and social media analytics, as well as further incorporating notions of network analysis. It deepens the practice of netnography through participative engagement, introspection, alternative representation, and a new humanist focus. *Netnography: Redefined* presents readers with up-to-date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed.

Social software has taken the Internet by storm, fuelling huge growth in collaborative authoring platforms (such as blogs, wikis and podcasts) and massive expansion in social networking communities. These technologies have generated an unprecedented level of consumer participation and it is now time for businesses to embrace them as part of their own information and knowledge management strategies. *Enterprise 2.0* is one of the first books to explain the impact that social software will have inside the corporate firewall, and ultimately how staff will work together in the future. Niall Cook helps you to navigate this emerging landscape and introduces the key concepts that make up 'Enterprise 2.0'. The 4Cs model at the heart of the book uses practical examples from well known companies in a range of industry sectors to illustrate how to apply Enterprise 2.0 to encourage communication, cooperation, collaboration and connection between employees and customers in your own company. Erudite, well-researched and highly readable, this book is essential for anyone involved in knowledge, information and library management, as well as those implementing social

software tools inside organizations. It will also appeal to marketing, advertising, public relations and internal communications professionals who need to exploit the opportunities social software offers for significant business impact and competitive advantage.

Global IT Outsourcing

Doing Ethnographic Research Online

Latin American Artists in Paris Between the Wars

The Signs Were There

The clues for investors that a company is heading for a fall

Everyone Else Must Fail

Gates

Digital Entrepreneurship

The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

Discover the story of how Larry Ellison founded a technology empire and became one of the richest men in the world. From his unassuming start and his life with his adopted parents to the founding of Oracle, what would later become a technology superpower, this biography examines the life and legacy of Larry Ellison. Few could have guessed what Larry would go on to become, and his story is a testament to hard work, determination, and a drive to succeed. Covering his college years and journey to becoming a billionaire to his real estate investments, yacht racing, and philanthropy, this biography also covers the controversies and scandals surrounding him. But despite the rumors and lawsuits, Ellison remains a testament to determination and entrepreneurial skill, and has undoubtedly had a massive impact on the modern world. Buy now to discover the life and legacy of the man behind Oracle today!

The term "network" is now applied to everything from the Internet to terrorist-cell systems. But the word's ubiquity has also made it a cliché, a concept at once recognizable yet hard to explain. Network Aesthetics, in exploring how popular culture mediates our experience with interconnected life, reveals the network's role as a way for people to construct and manage their world—and their view of

themselves. Each chapter considers how popular media and artistic forms make sense of decentralized network metaphors and infrastructures. Patrick Jagoda first examines narratives from the 1990s and 2000s, including the novel Underworld, the film Syriana, and the television series The Wire, all of which play with network forms to promote reflection on domestic crisis and imperial decline in contemporary America. Jagoda then looks at digital media that are interactive, nonlinear, and dependent on connected audiences to show how recent approaches, such as those in the videogame Journey, open up space for participatory and improvisational thought. Contributing to fields as diverse as literary criticism, digital studies, media theory, and American studies, Network Aesthetics brilliantly demonstrates that, in today's world, networks are something that can not only be known, but also felt, inhabited, and, crucially, transformed.

Let's face it: Insurance is one of the most hated industries in history. The Urban Dictionary defines insurance as "a business that involves selling people promises to pay later that are never fulfilled." Insurance is the only modern business model with an inherent conflict between the provider of a service and its customer. Simply put, the more insurers deny or delay paying claims, the more money they make. And when customers complain, carriers accuse them of committing "insurance fraud." This book is first an origin story of Lemonade Insurance, a startup insurance company with a silly name that was created by two Israeli entrepreneurs who knew nothing about insurance but in less than 18 months completely disrupted a trillion-dollar industry and soon became known as the "Uber of Insurance." It is also the story of a personal journey by a former top executive at AIG and Zurich Insurance who decided to abandon the success of "Corporate America" to help form a startup that changed everything he was used to, and as a result, found himself changed. "Ty is a great storyteller, and as a founding member of Lemonade he is in a wonderful position to tell the creation story of Lemonade in his unique way. Definitely worth reading!" Daniel Schreiber, Co-Founder, CEO, Lemonade "Filled with conflicts of interest and mistrust, we often look at insurance as a necessary evil instead of the useful financial tool it can be. Ty, together with Lemonade, is trying to fix this problem, and this is a wonderfully told story of the first chapter of that important adventure." Dan Ariely, Professor, Duke University, Professor of Psychology and Behavioral Economics and Author, The Honest Truth about Dishonesty

A novel

Redefined

The Oracle of Oracle

Netnography

At Any Cost

Larry Ellison

Essential Software Architecture

A "glorious, humane novel" (The Observer) about the Egyptian revolution, taking us inside the battle raging between those in power and those prepared to lay down their lives in the defense of freedom—this globally-acclaimed narrative from one of the foremost writers in the Arab world is still banned across much of the region. Cairo, 2011. After decades under a repressive regime, tensions are rising in the city streets. No one is out of reach of the revolution. There is General Alwany, a high-ranking member of the government's security agency, a pious man who loves his family yet won't hesitate to torture enemies of the state; Asma, a young teacher who chafes against the brazen corruption at her school; Ashraf, an out-of-work actor who is having an affair with his maid and who gets pulled into Tahrir Square through a chance encounter; Nourhan, a television personality who loyally defends those in power; and many more. As these lives collide, a new generation finds a voice, love blossoms across class divides, and the revolution gains strength. Even the general finds himself at a crossroads as his own daughter joins the protests. Yet the old regime will not give up without a fight. With an unforgettably vivid cast of characters and a heart-pounding narrative banned across much of the region, Alaa Al Aswany gives us a deeply human portrait of the Egyptian Revolution, and an impassioned retelling of his country's turbulent recent history.

Examines how an accelerated rate of change and unpredictability has altered the international landscape and argues that new ways of understanding the diversity of the current world are needed in order to create peace and cooperation for the future.

This volume reveals the inside story behind SAP, the German software giant. The author has interviewed the five SAP founders, numerous managers, company insiders and competitors to tell the story of how a programmer's sweatshop became a world market leader.

A history of the computer company Oracle chronicles its rise to become one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals.