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*happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It’s about how people, organizations, and societies can and must transform and “hit refresh” in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft’s CEO tells the inside story of the company’s continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve*

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*Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. “Ideas excite me,” Nadella explains. “Empathy grounds and centers me.” Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.*

*Studyguide for Succeeding in Business with Microsoft Access by Cable, Sandra*

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***\*Named a Best Business Book of 2020 by Fortune and  
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Silicon Valley's first female African American CEOs,  
this inspiring leadership book offers a blueprint for how  
to achieve your personal and professional goals. Shellye***



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*Archambeau recounts how she overcame the challenges she faced as a young black woman, wife, and mother, managing her personal and professional responsibilities while climbing the ranks at IBM and subsequently in her roles as CEO. Through the busts and booms of Silicon Valley in the early 2000s, this bold and inspiring book details the risks she took and the strategies she engaged to steer her family, her career, and her company MetricStream toward success. Through her journey, Shellye discovered that ambition alone is not enough to achieve success. Here, she shares the practical strategies, tools, and approaches readers can*

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*employ right now, including concrete steps to most effectively: Dismantle impostor syndrome Capitalize on the power of planning Take risks Developing financial literacy Build your network Establish your reputation Take charge of your career Integrate work, marriage, parenthood, and self-care Each chapter lays out key takeaways and actions to increase the odds of achieving your personal and professional goals. With relatable personal stories that ground her advice in the real world and a foreword by leading venture capitalist and New York Times bestselling author Ben Horowitz, Unapologetically Ambitious invites readers to move*

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*beyond the solely supportive roles others expect them to fill, to learn how to carefully tread the thin line between assertive and aggressive, and to give themselves permission to strive for the top. Make no apologies for the height of your ambitions. Shellye Archambeau will show you how.*

*Business-to-Business Marketing: An African Perspective: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed*

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*to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies. The*

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*Authors Collectively the four authors have over 60 years of teaching and research in B-to-B marketing and management in and outside Africa. They have the managerial and consulting experience that has enabled them to combine theory with practice. Their experience and knowledge provide the needed background to uniquely integrate teaching and research with the realities of the African B-to-B market. Their command of and insight into the subject are unparalleled. Malcolm Gladwell, host of the podcast Revisionist History and author of the #1 New York Times bestseller Outliers, offers a powerful examination of our*

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*interactions with strangers and why they often go wrong—now with a new afterword by the author. A Best Book of the Year: The Financial Times, Bloomberg, Chicago Tribune, and Detroit Free Press How did Fidel Castro fool the CIA for a generation? Why did Neville Chamberlain think he could trust Adolf Hitler? Why are campus sexual assaults on the rise? Do television sitcoms teach us something about the way we relate to one another that isn't true? Talking to Strangers is a classically Gladwellian intellectual adventure, a challenging and controversial excursion through history, psychology, and scandals taken straight from the*

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*news. He revisits the deceptions of Bernie Madoff, the trial of Amanda Knox, the suicide of Sylvia Plath, the Jerry Sandusky pedophilia scandal at Penn State University, and the death of Sandra Bland—throwing our understanding of these and other stories into doubt. Something is very wrong, Gladwell argues, with the tools and strategies we use to make sense of people we don't know. And because we don't know how to talk to strangers, we are inviting conflict and misunderstanding in ways that have a profound effect on our lives and our world. In his first book since his #1 bestseller David and Goliath, Malcolm Gladwell has written a gripping*

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*guidebook for troubled times.*

*Find success in finance, friendships, , and spirituality with the advice of a well-known expert It's safe to say that nearly everyone is seeking a happier, more successful life. So then why do so few attain it? Business Secrets from the Bible proposes a new way to view and approach success—one based upon key concepts from the Bible that are actually surprisingly simple. Written especially for those seeking success in the realms of money, relationships, and spirituality, this book encourages readers to realize their common mistakes, come to terms with them, and turn those mistakes into*



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*future triumphs. Filled with concrete advice for improved finances, spirituality, and connection, this resource takes a practical approach and aims to change not just the minds, but the actions of readers with a self-evident and persuasive pathway. Drawing on his wisdom and knowledge of the Bible, the author reveals the clear link between making money and spirituality, and urges readers to focus on self-discipline, integrity, and character strength in order to achieve personal prosperity. Special emphasis is given to establishing positive attitudes toward making money and adopting effective Biblically-based strategies. Demonstrates how*

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*earnings and profits are God's reward for forming relationships with others and serving them Stresses the importance of service, sharing, change, leadership, and creating boundaries and structures Encourages readers to focus on other people's desires and teaches why and how to make connections with many people Suggests ways for readers to transform themselves and continue toward success even in the face of fear and uncertainty Attaining wealth and well-being is no longer a mystery. Let this book identify and correct the errors that are keeping you from fulfillment and happiness. Skills for Success With Microsoft Office 2010*

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The premise is simple: A person's ideal life, especially their career, can be carefully conceived and crafted. Based on Dr. Rao's popular course "Creativity and Personal Mastery" at Columbia University's Graduate School of Business, this book

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offers a series of readings, exercises, and lessons drawn from both spiritual and commercial situations that enable you to reconstruct and improve your professional world. This transformation will turn your life around and help you become exponentially more effective in your chosen career, and thereby flourish in all aspects of your life. Whether you are questioning the value of money or the core values of your life, this book is a powerful tool that will help you to "discover the purpose that can suffuse your life and bring stars to your eyes."

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overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

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*details:*<http://aka.ms/analyzingdata/details>. Learn more about  
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*progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.*

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*cutting an impressive B swath in the marketplace  
World Class IT Technology is all around us. It is so pervasive in our daily lives that we may not even recognize when we interact with it. Despite this fact, many companies have yet to leverage information technology as a strategic weapon. What then is an information technology executive to do in order to raise the prominence of his or her department? In World Class IT, recognized expert in IT strategy Peter High reveals the essential principles IT executives must follow and the order in which they should follow them whether they are*

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*at the helm of a high-performing department or one in need of great improvement. Principle 1: Recruit, train, and retain World Class IT people Principle 2: Build and maintain a robust IT infrastructure Principle 3: Manage projects and portfolios effectively Principle 4: Ensure partnerships within the IT department and with the business Principle 5: Develop a collaborative relationship with external partners The principles and associated subprinciples and metrics introduced in World Class IT have been used by IT and business executives alike at many Global 1000*

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*companies to monitor and improve IT's performance. Those principles pertain as much to the leaders of IT as they do to those striving to emulate them.*

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*Working Backwards*

*Zero to One*

**Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives—with lessons and techniques you can apply to your own company, and career, right now. In Working Backwards, two long-serving Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon**

**experience between them—much of it during the period of unmatched innovation that created products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services—Bryar and Carr offer unprecedented access to the Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking,**

**eagerness to invent, and operational excellence, Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business. Working Backwards is both a practical guidebook and the story of how the company grew to become so successful. It is filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how their time at the company affected their personal and professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution**

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**of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working Backwards to work for you.**

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**Good Luck is a whimsical fable that teaches a**



**valuable lesson: good luck doesn't just come your way—it's up to you to create the conditions to bring yourself good luck. Written by Alex Rovira and Fernando Trias de Bes—two leading marketing consultants—this simple tale is universally applicable and uniquely inspirational. Good Luck tells the touching story of two old men, Max and Jim, who meet by chance in Central Park fifty years after they last saw each other as children. Max achieved great success in life; Jim sadly did not. The secret to Max's success lies in a story his grandfather told him long ago. This story within a story has a tone**

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Is it possible to run a multibillion-dollar corporation on the power of trust? Must you set aside your authentic self as you climb the corporate ladder? Is there another role for technology beyond saving costs and creating efficiencies? In *The Power of Many*, Meg Whitman, former president and CEO of eBay, speaks to these questions and more, identifying ten core values that steered her—and can steer any leader—to success without ethical compromise. During her decade at the helm of eBay, Meg Whitman transformed it from a tiny start-up into a nearly \$8 billion global powerhouse, revolutionizing the way goods are bought and

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sold online. Fortune magazine twice named her the Most Powerful Woman in Business. Now, with the vitality, candor, and often self-effacing humor that is her trademark, Meg lays out the ten core values that she credits not only with her strategic success but with many of the joys and satisfactions of her private life. Values such as trust, authenticity, courage, and validation are not naive, Meg shows us, and they are definitely not a luxury. Rather, they are essential tools for success that go hand in hand with traditional business practices—like holding oneself accountable or growing a company efficiently. She believes they are the foundation of strong management in the twenty-first century. Today, technology and the transparency it brings demand that organizations

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demonstrate a character that aligns with the values of their communities. Meg illustrates the origins of her values and the underpinnings of her approach with compelling stories from her extraordinary career and her down-to-earth upbringing—from the harrowing twenty-two-hour system outage that nearly sunk eBay to the indomitable spirit of her eighty-nine-year-old mother, who grew up in Boston society but worked as an airplane mechanic during World War II. It was her mother, Meg says, who gave her “a bias toward action.” Here, too, are stories of finding her equilibrium during the time when she had young children, and in her marriage to a neurosurgeon with his own highly demanding career. Meanwhile, her experiences at some of America’s best-known companies, including Disney, FTD,

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and Procter & Gamble, offer valuable case studies of what can go wrong and right, and how even mistakes can be transformed into opportunities. Meg Whitman shows us that achievement can and should be teamed with optimism, trust, and honesty. The Power of Many offers the insights and motivation we need to propel ourselves to the next level—to scale, as Meg would say—in business and in life.

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