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We're in the midst of a
revolution. A new economy has

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been born. Passionate, inspiring and creative people are launching their careers off content, social media, and digital platforms. Previously unheard voices are becoming mainstream media forces. This revolution has

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transformed global business across the entire media industry. The influencer economy is a movement, a culture, and a new way to launch businesses, products, and media solely from the internet. This movement has

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re-invented the art and science of launching any and all consumer products. Every one of us is a participant in this new world, whether as a producer or a consumer. This is economy has launched inspiring creators

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to global audiences, and traditional media companies have to adapt or die.

NATIONAL BOOK CRITICS
CIRCLE NOMINEE • A NEW
YORK TIMES NOTABLE BOOK
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TIMES BEST SELLER • A grand, devastating portrait of three generations of the Sackler family, famed for their philanthropy, whose fortune was built by Valium and whose reputation was destroyed by

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OxyContin. From the prize-winning and bestselling author of Say Nothing The history of the Sackler dynasty is rife with drama—baroque personal lives; bitter disputes over estates; fistfights in boardrooms;

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glittering art collections; Machiavellian courtroom maneuvers; and the calculated use of money to burnish reputations and crush the less powerful. The Sackler name has adorned the walls of many

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storied institutions—Harvard, the Metropolitan Museum of Art, Oxford, the Louvre. They are one of the richest families in the world, known for their lavish donations to the arts and the sciences. The source of the

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family fortune was vague, however, until it emerged that the Sacklers were responsible for making and marketing a blockbuster painkiller that was the catalyst for the opioid crisis. Empire of Pain begins with the

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story of three doctor brothers, Raymond, Mortimer and the incalculably energetic Arthur, who weathered the poverty of the Great Depression and appalling anti-Semitism. Working at a barbaric mental institution,

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Arthur saw a better way and conducted groundbreaking research into drug treatments. He also had a genius for marketing, especially for pharmaceuticals, and bought a small ad firm. Arthur devised the

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marketing for Valium, and built the first great Sackler fortune. He purchased a drug manufacturer, Purdue Frederick, which would be run by Raymond and Mortimer. The brothers began collecting art, and wives, and

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grand residences in exotic locales. Their children and grandchildren grew up in luxury. Forty years later, Raymond's son Richard ran the family-owned Purdue. The template Arthur Sackler created to sell

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Valium—co-opting doctors, influencing the FDA, downplaying the drug's addictiveness—was employed to launch a far more potent product: OxyContin. The drug went on to generate some thirty-

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five billion dollars in revenue, and to launch a public health crisis in which hundreds of thousands would die. This is the saga of three generations of a single family and the mark they would leave on the world, a tale

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that moves from the bustling streets of early twentieth-century Brooklyn to the seaside palaces of Greenwich, Connecticut, and Cap d'Antibes to the corridors of power in Washington, D.C. Empire of Pain chronicles the

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multiple investigations of the Sacklers and their company, and the scorched-earth legal tactics that the family has used to evade accountability. Empire of Pain is a masterpiece of narrative reporting and writing,

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exhaustively documented and ferociously compelling. It is a portrait of the excesses of America's second Gilded Age, a study of impunity among the super elite and a relentless investigation of the naked greed

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and indifference to human suffering that built one of the world's great fortunes.

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their work in this book.” —Lecrae
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journey. But it doesn't need to
be. God has a purpose and a
plan for all those entrepreneurial
dreams and creative gifts he
gave you. The work you do

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today—the company you've built, the employees you work with, the customers you serve, the shareholders you report to, all of it—serves as an active part of what God wants to accomplish on earth. You are not alone in

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this journey. Join other faith-driven entrepreneurs as, together, we identify the values, habits, and traits that empower us to successfully build businesses, serve our communities, and faithfully

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empresarial sin ninguno de los riesgos? Emprendedor 10% te demuestra cómo al invertir 10% de tu tiempo y recursos puedes conseguir tu objetivo sin perder tu sueldo fijo. ¿Qué pasaría si existiera una forma de tener la

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estabilidad de un trabajo convencional con la emoción del emprendimiento? Convertirse en un emprendedor de tiempo completo puede parecer glamoroso desde afuera. Pero la verdad es que el emprendimiento

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requiere tiempo, esfuerzo y sacrificio, los primeros pasos de la apuesta están marcados por la inversión, la aventura y la incertidumbre económica.

Patrick McGinnis, un emprendedor exitoso con más

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de una década de experiencia en Wall Street, te explica los múltiples caminos que puedes seguir para invertir tu dinero, tiempo y experiencia en una startup. No tienes que tener millones de pesos disponibles

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para ser un Emprendedor 10%.
Cuando aplicas los principios de
acción de McGinnis, de
inmediato comienzas a acumular
pequeñas victorias que se
convertirán en las piezas clave
para construir una carrera

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profesional exitosa y altamente efectiva.

Identifies seven components that can enable companies to brand effectively for greater market shares, citing the examples of such top companies as

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Starbucks, Apple, and Nike to reveal the commonalities of successful brands. 40,000 first printing.

The Global International African Arts Movement versus Donald J. Trump

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The Case for Thinking Twice
about College

Fear of Missing Out

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renunciar a tu empleo!

The Surprising Power to Help
You Find Purpose, Passion, and

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Performance

Design a Better Business

Barbarians to Bureaucrats

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the

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time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising

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agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable:

- * Teachable: focus on products and services that you can teach employees to deliver.
- * Valuable:

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avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

Education is broken and most

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graduates are broke. The purpose of this book is to start an important dialogue about college education. I will make the case for why I believe 70% of college students should drop out. The concept of giving our trust to the educational system without

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accountability has not worked. I believe it's time to ask serious questions: Why do we go to college in the first place? - Who should go to college and who shouldn't? - Can I succeed and do great things without college? - Why do tuition and

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textbooks cost as much as they do? - Have colleges simply become a big business (with tax-free status)? - Are the subjects taught in college sufficient for life or do we need an upgrade? Let me clarify something: this is NOT a book that declares that

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higher education is a terrible thing. Many professions require it, but I believe education can and does take place in many forms. As a college dropout and an autodidact, I've read over 1,200 books in the last 15 years and believe there are many paths we

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can take to get educated and do great things. Fair Warning: You may have passionate feelings about the points in this book. Regardless of how strong you feel one way or another, my desired outcome is to start a broad dialogue so we can process the

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issues - together. Ready?

#1 NEW YORK TIMES

BESTSELLER • "This book delivers completely new and refreshing ideas on how to create value in the world."—Mark Zuckerberg, CEO of Meta "Peter Thiel has built multiple

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breakthrough companies, and Zero to One shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and

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investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information

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technology has improved rapidly, but there is no reason why 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

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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

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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

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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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The Only Certain Freedom describes Patrick O'Neill's struggles to take control of his career path while connecting each twist and turn of his story to different ancient myths, clarifying the common threads of human struggle and illuminating the

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profound wisdom at the heart of human experience. A must-read for entrepreneurs and business leaders. Praise for SalesBURST!!

"SalesBURST!! is an entertaining, clever, and out-of-the-box approach to selling. I recommend reading this

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book to anyone involved in selling today." —Peter Handal, CEO, Dale Carnegie & Associates, Inc. "Every salesperson wants to get up to speed as fast as they can-but not as fast as their manager wants them to. SalesBURST!! helps every

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salesperson shift into fifth gear without skipping first, second, third, or fourth. This makes three people happy: the manager, the salesperson, and the salesperson's banker."

—Jeffrey Gitomer, author of Little Red Book of Selling "This is a great

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book that shows you how to make more sales, faster and easier than you ever thought possible." —Brian Tracy, author of The Psychology of Selling "Learn from Evans and SalesBURST!! how passion, determination, and an intelligence-

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based sales effort can make you successful." —John Calamos, CEO, Calamos Investments "I have utilized Evans's sales methods to successfully manage my sales accounts, my sales team, and my career for seventeen years. I look

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forward to using SalesBURST!! to train my salespeople firsthand."
—Joel Leetzow, Executive Vice President, North America and board member, Scancode "SalesBURST!! is filled with Evans's success stories that will both inspire you and

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provide helpful hints to help you meet your own quota." —Susan Bulkeley Butler, CEO, SBB Institute for the Development of Women Leaders and first woman partner at Accenture "Evans completely exceeded my expectations. Not only

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did his presentation provide tremendous insights on sales but even greater life lessons." —Rick E. Ridnour, PhD, Department of Marketing, Northern Illinois University "SalesBURST!! teaches you to set goals and train for those

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goals so you win." —Buddy Melges,
America's Cup-winning skipper and
Gold and Bronze Olympic Medalist
How Deciding Who to Be Will
Revolutionize Your Business and
Change Your Life

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Your Next Five Moves
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New Tools, Skills, and Mindset for
Strategy and Innovation
Master the Art of Business Strategy
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*interviews with people
holding the top marketing
roles within their
organizations.*

*Interviewees include CMOs
and other top marketers
from established companies*

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and organizations—such as Linda Boff of GE, Jeff Jones of Target, and Kenny Brian of the Harvard Business School—to startups—such as Matt Price of Zendesk, Seth

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*Farbman of Spotify, and
Heather Zynczak of Domo.
Interviewer Josh Steimle
(contributor to business
publications such as
Forbes, Mashable, and
TechCrunch and founder of*

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an international marketing agency) elicits a bounty of biographical anecdotes, professional insights, and career advice from each of the prominent marketers profiled in this book.

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Chief Marketing Officers at Work: Tells how CMOs and other top marketers from leading corporations, nonprofits, government entities, and startups got to where they are today,

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*what their jobs entail,
and the skills they use to
thrive in their roles.
Shows how top marketing
executives continuously
adapt to changes in
technology, language, and*

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culture that have an impact on their jobs. Locates where the boundaries between role of CMOs and the roles of CEOs, CTOs, and COOs are blurring. Explores how the

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CMO decisions are now driven by data rather than gut feelings. The current realities in marketing are clearly revealed in this book as interviewees discuss the challenges of

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*their jobs and share their
visions and techniques for
breaking down silos,
working with other
departments, and following
the data. These no-holds-
barred interviews will be*

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of great interest to all those who interact with marketing departments, including other C-level executives, managers, and other professionals at any level within the

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organization.

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podcasts on Apple Podcasts

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Award for Best Business
Podcast "Heller pivots*

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*effortlessly from
encouraging readers to
accept “miraculous
changes,” find their
bliss, and examine their
authentic selves to
practical tips for*

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*building mass marketing
email distribution lists
and identifying web-based
social media and teaching
portals that allow small-
business owners to capture
additional revenue...both*

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approachable and incisive." –Booklist From the creator of the #1 podcast "Don't Keep Your Day Job," an inspiring book about turning your passion into profit The

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pursuit of happiness is all about finding our purpose. We don't want to just go to work and build someone else's dream, we want to do our life's work. But how do we find

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out what we're supposed to contribute? What are those key ingredients that push those who succeed to launch their ideas high into the sky, while the rest of us remain stuck on

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*the ground? Don't Keep
Your Day Job will get you
fired up, ready to rip it
open and use your zone of
genius to add a little
more sparkle to this
world. Cathy Heller, host*

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*of the popular podcast
Don't Keep Your Day Job,
shares wisdom, anecdotes,
and practical suggestions
from successful creative
entrepreneurs and experts,
including actress Jenna*

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*Fischer on rejection,
Gretchen Rubin on the keys
to happiness, Jen Sincero
on having your best badass
life, and so much more.
You'll learn essential
steps like how to build*

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*your side hustle, how to
find your tribe, how to
reach for what you truly
deserve, and how to
ultimately turn your
passion into profit and
build a life you love.*

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The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she

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loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will

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lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right

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. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to

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admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better. The 10% EntrepreneurLive

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*Your Startup Dream Without
Quitting Your Day*

JobPortfolio

No Marketing Blurb

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*Chief Marketing Officers
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*From Business Idea to
Launch and Management*

*Launching a Startup and
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The Entrepreneur Mind

This is the complete, up-to-date guide to creating a successful new venture. Using real-life examples, it helps you assemble every piece of the puzzle: you, your team, your opportunity, your business concept and revenue model, your resources, and your successful

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launch, execution, and growth. The authors illuminate entrepreneurial mindsets, motivation, attitudes, and leadership, and cover the entire process of starting a company, from idea through your first four years of operations. You ' ll learn how to recognize, define, test, and exploit

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opportunities; transform ideas into revenue models that earn sustainable value; demonstrate viability to funders; establish a strong ethical and legal foundation for your concept; and build a thriving team to execute on it.

100 Essential Beliefs, Characteristics
and Habits of Elite Entrepreneurs

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What Every Successful Entrepreneur Knows But Won ' t Tell You Achieve unimaginable business success and financial wealth. Reach the upper echelons of entrepreneurs, where you ' ll find Mark Zuckerberg of Facebook, Sara Blakely of Spanx, Mark Pincus of Zynga and many

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others. Develop the Entrepreneur Mind – a way of thinking that comes from learning the vital lessons of the best entrepreneurs. Through compelling stories of modern-day business tycoons, Kevin Johnson, president of the multi-million dollar company Johnson Media Inc., shares the

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essential beliefs, characteristics and habits of elite entrepreneurs. In this riveting book, written for new and veteran entrepreneurs, Johnson identifies 100 lessons in seven key areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation. Lessons

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include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, where to avoid opening a business bank account, and why too much formal education can hinder your entrepreneurial growth. Smart and insightful, The Entrepreneur

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Mind is the ultimate primer on how to think like an entrepreneur. KEVIN D. JOHNSON, president of Johnson Media Inc. and a serial entrepreneur, has several years of experience leading his multimillion-dollar marketing and communications company that now serves many of the

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most notable Fortune 100 businesses. Have you ever wondered what it takes to be an Entrepreneur? The purpose of 'The Life of an Entrepreneur in 90 Pages' book is to help you lay a foundation to achieve your dreams. Many people have passion and a burning desire to achieve something

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more but need direction and assistance focusing their energy. In this book, I have outlined six key points on the path to experience the life of an entrepreneur. These points will become your personal "compass" and will help you point the way to setting a vision that is uniquely yours

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as you pursue your dreams. You will also get a glimpse into the lives of several very successful entrepreneurs along the way. The key points are:

- 1.The Truth - Accepting Reality
- 2.Vision - Looking Forward
- 3.Commitment - Staying with Your Vision
- 4.Resiliency - Recovering from

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Setbacks 5.Validation - Experiencing Confirmation 6.Drifting or Driving - The Challenge! My hope is that this book motivates you to action and you personally discover the satisfaction of the life of an entrepreneur.

Fear, the most powerful force in our life, is the least understood. Every one

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of us experiences it. Many arrange their lives to avoid it. Yet nearly every one of us needs to find more fear. Most of us know fear as the unwanted force that drives phobias, anxieties, unhappiness, and inhibits self-actualization. Ironically, fear is the underlying phenomenon that

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heightens awareness and optimizes physical performance, and can drive ambition, courage, and success.

Harnessing fear can heighten emotional intelligence and bring success to every aspect of your life.

Neuroscience and current research on how the brain processes and uses fear

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have torn the lid off the possibilities of human performance; yet most people are not reaching their complete potential because of a psychological roadblock Sweeney calls the Fear Frontier. Identifying your Fear Frontier and addressing it, Sweeney illustrates in these pages, is the path to success,

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happiness and fulfillment in almost all aspects of your life. He also provides the most effective steps toward rewiring your mind for a healthier longer life based on courage. Fear is Fuel is a practical guide that instructs everyday readers, business & military leaders, activists, humanitarians, and

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educators on a unique path toward translating fear into optimal living. By facing fears, and challenging new ones, readers can harness the power of unique motivations to achieve more, experience more, and enjoy more. The path to a fulfilling life is not to avoid fear but to recognize it, understand it,

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harness it, and unleash its power. Starting from the premise that people's attitudes to business have changed—both the role businesses should play in the world and how individuals can achieve a better work-life balance—this book shows how you can build a better and more successful

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business and achieve more satisfaction in the process. With chapters on better ways to win and keep customers, better kinds of products and services, better brands for lasting value, better marketing, better public relations and publicity, better leadership, better ways to

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organize, better ways to make things happen, better teams, and better targets, goals, and incentives, it is an intensely practical and also inspirational guide to how you can build a better future for your business and yourself.

Building a Better Business

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Create Zealots for Your Brand, Your
Company, and Your Future

How to Turn Your Passion into Your
Career

Your Stand Is Your Brand

Emprendedor 10%

SalesBURST!!

HBR's 10 Must Reads on

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Entrepreneurship and Startups
(featuring Bonus Article “ Why the Lean
Startup Changes Everything ” by Steve
Blank)

*"The Lean Entrepreneur" banishes
the "Myth of the Visionary" and
shows you how you can implement*

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proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. This guide combines the concepts of customer insight, rapid experimentation, and actionable

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data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently.

"What if there was a way to

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combine the stability of a day job with the excitement of a startup? All of the benefits of entrepreneurship with none of the pitfalls? In the 10% Entrepreneur, Patrick McGinnis show you how, by investing just 10% of your time

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and resources, you can become an entrepreneur without losing a steady paycheck."-- front flap
Choosing between the stability of a traditional career and the upside of entrepreneurship? Why not have both? Becoming a full-time

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entrepreneur can look glamorous from the outside. Who doesn't want to chase their dreams, be their own boss, and do what they love? But the truth is that entrepreneurship is often a slog, with no regular hours, no job

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security, and very little pay. What if there was a way to have the stability of a day job with the excitement of a startup? All of the benefits of entrepreneurship with none of the pitfalls? In The 10% Entrepreneur, Patrick McGinnis

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shows you how, by investing just 10% of your time and resources, you can become an entrepreneur without losing a steady paycheck. McGinnis details a step-by-step plan that takes you from identifying your first

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entrepreneurial project to figuring out the smartest way to commit resources to it. He shows you how to select and engage in projects that will provide you with upside outside the office while making your better at your day job. He

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*also profiles real-world 10%
Entrepreneurs such as... •Luke
Holden, a cash-strapped recent
college graduate, who started his
own lobster-roll empire and
oversaw much of its first year of
operations, all while working full*

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time in corporate America • Dipali Patwa, a designer and mom whose side project designing and selling infant clothing is now a sensation.

- A group of friends who met at a 6am Bible study class and went on to start a brewery that now*

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generates millions in sales . A successful 10% Entrepreneur himself, McGinnis explains the multiple paths you can follow to invest your cash, time, and expertise in a start-up—including as a founder, angel, adviser, or

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aficionado. Most importantly, you don't have to have millions in disposable income to become a 10% Entrepreneur. When you put McGinnis's 10% principles into action, you'll quickly start racking up small wins, then watch as they

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snowball into your new (and far more entrepreneurial) life.

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and aligning their business with their values. What do I need to do? It's almost always the wrong question that an entrepreneur or a business leader asks when creativity seems to have been lost. When you're stuck and the

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journals and books you've been reading and going to the masterminds and conventions and seminars you've been attending haven't led to any breakthroughs. When your notepads full of "proven best practices" should

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have brought you to the next level but haven't. In this paradigm-shifting work, serial entrepreneur Patrick Gentempo explains why the primary question you need to ask as a business leader is "Who should we be?" While it makes

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mental illness and entrepreneurship, the co-founder of the menswear startup Bonobos opens up about the struggle with bipolar disorder that nearly cost him

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eight, fresh from
Stanford's MBA program and
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and-break-things ethos of Silicon Valley, Andy Dunn was on top of the world. He was building a new kind of startup—a digitally native, direct-to-consumer brand—out of his Manhattan

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apartment. Bonobos was a new-school approach to selling an old-school product: men's pants. Against all odds, business was booming. Hustling to scale the fledgling

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venture, Dunn raised tens of millions of dollars while boundaries between work and life evaporated. As he struggled to keep the startup afloat, Dunn was haunted by a ghost: a

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diagnosis of bipolar disorder he received after a frightening manic episode in college, one that had punctured the idyllic veneer of his midwestern upbringing. He

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*had understood his
diagnosis as an
unspeakable shame
that—according to the
taciturn codes of his
fraternity, the business
world, and even his*

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family—should be locked away. As Dunn's business began to take off, however, some of the very traits that powered his success as a founder—relentless drive,

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confidence bordering on hubris, and ambition verging on delusion—were now threatening to undo him. A collision course was set in motion, and it would culminate in a night

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of mayhem—one poised to unravel all that he had built. Burn Rate is an unconventional entrepreneurial memoir, a parable for the twenty-first-century economy, and

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a revelatory look at the prevalence of mental illness in the startup community. With intimate prose, Andy Dunn fearlessly shines a light on the dark side of

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*success and challenges us
all to take part in the
deepening conversation
around creativity,
performance, and disorder.
Powerful lessons in
forward-thinking*

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***Leadership from the global
business pioneer who
turned IDG into a \$3
billion technology media
and venture capital empire
Like Steve Jobs, Patrick
McGovern created a***

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worldwide multibillion-dollar industry by thinking differently, disrupting old business models, and embracing new global trends. He drove the future forward and

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never looked back. His company, International Data Group (IDG), quickly became a global powerhouse with information technology publications in markets around the world.

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IDG broke new ground in the 1980s by opening offices in China, the Soviet Union, Eastern Europe, and other markets deemed off-limits. IDG thrived across a series of

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technology and media industry shifts— from mainframe computers to minicomputers to personal computers, from print to digital, and through into the age of the Internet

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and smartphones—that upended many rivals. Living at the intersection of these classic disruptions, McGovern never missed a beat. And he understood well before

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most that a revolution in information technology was underway and not only was there money to be made but that this business would soon become the world's largest industry. His

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***leadership in the creation
of one of the world's
leading brain research
institutes at MIT only
served to cement his
legacy. His bold vision
and fearless risk-taking***

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made McGovern a legend among leaders. In today's ever-changing global marketplace, his leadership lessons are more timely and important than ever. In Future

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Forward, leaders will find 10 essential lessons that can be easily applied to any business, from small startups to giant corporations. These include: "Let's try it."

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Encourage entrepreneurial behavior and back it up with serious commitment.”

“Decentralize. When building a global empire, every market is local.”

“Love your employees.

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***Adore your customers.”
Leaders at every level
will discover outside-the-
box approaches to employee
engagement,
entrepreneurial
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innovation. These are the lessons of a true visionary. This is how successful leaders take risks, take charge, and take the future by storm. A New York Times, Los

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***Angeles Times, USA Today,
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fearlessly outsmarting the system. Too often we feel like underdogs fighting a system that stacks the odds against us. We work hard, follow the rules, and dream of a better

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***life. But these days,
working harder doesn't
always lead to
fulfillment. In fact,
according to Gallup
research, nearly 90
percent of people feel***

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disconnected from their jobs. So how do you break free from the drudgery and achieve more success on your own terms? You hustle. The secret lies in making manageable tweaks

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and placing small bets on pursuits that propel you from who you are today to the person you're destined to become. In Hustle, Neil Patel, Patrick Vlaskovits, and Jonas Koffler—three of

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*the nation's top
entrepreneurs and
consultants—have teamed up
to teach you how to look
at work and life through a
new lens—one based on
discovering projects you*

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enjoy and the people and opportunities that support your talents, growth, income, and happiness. The authors reveal their groundbreaking three-part framework of Heart, Head,

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and Habits. Along the way, you will learn to redefine hustle as the optimal path to success using powerful, often counterintuitive, advice, including:

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others • Ways to create
your own luck and “POP” •
How to betray yourself to
stay true to yourself—and
develop your potential •
The four major career***

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***hustles and the path
that's best for you More
than just an inspirational
career guide, Hustle aims
to fundamentally transform
the way you work and live,
and give yourself***

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*permission to thrive in
today's uncertain world.
In this groundbreaking
book Bill Bolton and John
Thompson present a
completely new take on the
conventional domains of*

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entrepreneur, leader and manager. They argue that in today's turbulent and uncertain world, businesses no longer have the time for a business cycle that begins with an

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entrepreneur, hands over to a manager and finally brings in a strategic leader when things are flagging. 'The New Normal' that now prevails requires that these things run

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together and calls for a new kind of all-rounder. Bolton and Thompson give us a new word to describe such a person: The ENTIREPRENEUR The entirely competent person, able to

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discern aright and make things happen. Drawing upon the successful person-centred approach of their books on entrepreneurs they first tell the stories of over 40

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*entirepreneurs,
demonstrating clearly that
such people do exist.
After discussing the 'New
Normal' context they
present a fascinating
analysis that goes below*

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*the surface to describe
the key Talent,
Temperament, Technique and
Discernment attributes
that explain the
entirepreneur. Readers
have the opportunity to*

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make a self-evaluation of their own attribute strengths, concluding with a final 'entirepreneur' score. This fascinating and insightful look at the entirepreneur is a clear

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pointer to what will be demanded of those who wish to succeed amid the vicissitudes of the 'New Normal'.

What are you really missing out on? You're

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*home on a Friday night,
scrolling through
Instagram, ready to go to
bed. You see pictures on
your timeline of a party
you were invited to, but
didn't go to. You were*

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confident when you said no, but now you can't stop thinking about it, and you start feeling worse. You have FOMO, or, Fear of Missing Out. Coined in a Harvard Business School

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article, FOMO has become a global term to describe the decimating anxiety when thinking other people are having better, more fulfilling, experiences than you are. It's a

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***natural, biological
response, but that doesn't
make it feel any better.
Amplified by the rise of
social media, #FOMO has
become a cultural
crisis—so what's the cure?***

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Patrick McGinnis, creator of the term FOMO, has been thinking about it for seventeen years—and he has a solution: decision-making. Learning to weigh the costs and benefits of

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your choices, prioritizing your decisions, and listening to your gut are central to silencing FOMO and its lesser-known cousin, FOB0: Fear of a Better Option. After all,

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don't you want to feel comfortable and confident in your decisions? Written with self-evaluations throughout the book, Fear of Missing Out: Practical Decision Making in a World

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*of Overwhelming Choice
helps you ascertain and
eliminate the parts of
your life that are causing
more anxiety than
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read, and then go to that*

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party, start that new book, create a new goal—or don't. Make that decision, and be confident in it: it's the first of many of its kind.

Fear Is Fuel

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born, not made. Our media glorify business outliers like Bezos, Branson, Gates, and Jobs as heroes with X-ray vision who can look to the future, see clearly what will be, imagine a fully formed product or experience and then,

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simply make the vision real. Many in our entrepreneur community still believe that to be visionary, we must merely execute on a seemingly good idea and ignore all doubt. With this mindset, companies build doomed products

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in a vacuum; enterprises make ill-fated innovation investment decisions; and employees and shareholders come along for an uncomfortable ride. Falling prey to the Myth of the Visionary confuses talented entrepreneurs, product

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managers, innovators and investors. It leads us to heartbreaking, costly and preventable failures in new product and venture development. The Lean Entrepreneur moves us beyond this myth. It combines

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greatness and are ready to take
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to do the impossible. That may have a totally different meaning to you than it did to Steve Jobs, Thomas Edison, or any of the other role models we will look at; but whatever Doing the Impossible means to you, the goal of this

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