

The Upstarts How Uber Airbnb And The Killer Companies Of The New Silicon Valley Are Changing The World

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 desk 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 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 in which software is everything.

A Washington Post Notable Book This New York Times bestseller is a "masterful" (The

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Washington Post), “juicy tour of the company [Jeff] Bezos built” (The New York Times Review), revealing the most important business story of our time by the bestselling author of The Everything Store. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller The Everything Store. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to nearly two trillion dollars. It’s almost impossible to go a day without encountering the impact of Jeff Bezos’s Amazon, between services like Whole Foods, Prime Video, and Amazon’s cloud computing unit, AWS, plus Bezos’s ownership of The Washington Post. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In Amazon Unbound, Brad Stone presents an “excellent” (The New York Times), deeply reported, vividly drawn portrait of how a modest upstart became one of the most powerful and feared entities in the global economy. Stone probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and “engaging” (Jon Meacham, author of The Soul of America), Stone has provided an unvarnished portrait of a man and company that we couldn’t imagine modern life without.

Machine generated contents note: -- Introduction -- Chapter 1: Plague -- Chapter 2: Smallpox -- Chapter 3: Malaria -- Chapter 4: Cholera -- Chapter 5: Tuberculosis -- Chapter

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We've gone from regarding the Net as something exotic to something that we take for granted, like mains electricity or running water. Yet most people have no idea how the network actually functions, nor any conception of its architecture; and few can explain why it has been so disruptive and continues to be - so uniquely disruptive in social, economic and cultural contexts. John Naughton has been thinking, arguing, lecturing and writing about the Net for over two decades, and in FROM GUTENBERG TO ZUCKERBERG he distills the noisy chatter surrounding the internet's relentless evolution into nine clear-sighted and accessible chapters for a better understanding. FROM GUTENBERG TO ZUCKERBERG gives you the requisite knowledge to make better use of the technologies and networks around and raises important questions as exciting as they are unsettling, about the future of the Net and the impact it will have on our lives.

The Inside Story

The End of the World As We Know It

Jeff Bezos and the Invention of a Global Empire

How Today's Fastest-Growing Companies Drive Breakout Success

How Net Promoter Can Transform Your Business

Your First 1000 Copies

Think Straight

Silicon Valley's Coming of Age

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I know something about you without knowing you. I bet you spend A LOT of time in your head. You know, thinking, worrying, stressing, freaking out -- call it whatever you want. I call it a preoccupied mind. And with what? 99% of your thoughts are useless. William James, once the leading psychologist in America, and one of the founders of the philosophical school of pragmatism, put it best: "A great many people think they are thinking when they are merely rearranging their prejudices." Pragmatism believes that the mind is a tool. Your mind should work for you, not against you. People who don't master their mind, don't believe it's possible. They say: "I can't help but thinking these things." Well, you can TAKE CONTROL of your mind with enough practice. I've done it. And in THINK STRAIGHT, I share exactly how. It's a quick read and you can use it to immediately to improve your thinking. You have the ability to decide what you think. Or, you can choose NOT to think. And that is one of the most important and most practical things you can learn in life. Before I learned that skill, I would spend hours and hours inside my head. Just think about how much you think. - "I wonder what my boss thinks?" - "What happens if I screw up and lose my job?" - "What if my business never takes off?" - "Does she love me?" - "Why does my life suck?" - "What if I get cancer?" - "I can't finish anything. What's wrong with me? And the list goes on. THINK STRAIGHT reveals the recipe for taking

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control of your mind so you can improve your life, career, relationships, business. I wrote this little book in a way that you can read it more than once. And I hope that this book serves as an anchor to you--especially during trying times. The mind is the most powerful tool on earth. Change the way you think. And you'll change your life.

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society--the economies of scale--on its head. An innovative trend combining technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established

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payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

An industry leader's guide to making Lyft and Uber work for you. In less than five years, ridesharing has grown from nonexistence into a billion dollar industry. Uber now has two million drivers in the United States, Lyft has seven hundred thousand, and both show no signs of slowing down. Despite the large number of drivers, Uber and Lyft provide little in the way of help for new drivers, who complain that there is a lack of guidance when starting out. Harry Campbell, founder and director of The Rideshare Guy blog and podcast and a driver himself, can help. The Rideshare Guide offers a comprehensive and engaging handbook for current and prospective rideshare drivers. Learn how to: Decide between Uber and Lyft Maximize passengers and profits Maintain a five-star rating Keep safe and interact appropriately with passengers Navigate legal matters and tax codes Campbell explains these and much more, also including funny,

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shocking, and bizarre tales from the road. Whether you are thinking about becoming a driver or a veteran wondering about UberPool and tax help, The Rideshare Guide by the Rideshare Guy has the answers.

Number of teams that applied to Y Combinator's summer 2011 batch:

2,089 Teams interviewed: 170 Minutes per interview: 10 Teams accepted and funded: 64 Months to build a viable startup: 3 Possibilities:

BOUNDLESS Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion).

Receiving an offer from YC creates the opportunity of a lifetime – it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site

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for rap lyrics, to software written by a pair of attorneys who seek to “make attorneys obsolete.” Founders are guided by Graham’s notoriously direct form of tough-love feedback. “Here, we don’t fire you,” he says. “The market fires you. If you’re sucking, I’m not going to run along behind you, saying, ‘You’re sucking, you’re sucking, c’mon, stop sucking.’” Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in “Demo Day,” when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that’s occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

Gates

Jeff Bezos and the Age of Amazon

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

The Modern Cowboy

The Step-by-Step Guide to Marketing Your Book

The Seventh Sense

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Change Your Thoughts, Change Your Life Troublemakers

"The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses the world has ever seen." -San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work-we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it threatens to drown media institutions, and where it's taking us next.

What does it take to raise cattle in the 21st century? Ask John Erickson. For any aspiring cowboy, this is an essential guide.

This book has a wealth of ideas, mechanisms and strategies to challenge conventional thinking about how to sell profitably, whether you are completely new to sales or have many years' experience as a business owner, including something that frequently means we lose out on profit, even though we win the sale.

The former Senior Vice President of Apple Computer and close colleague of Steve Jobs's throughout his tenure, Jay Elliot takes readers on a remarkable tour through

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Jobs's astonishing career. From the inception of game-changing products like the Apple II and the Macintosh, to his stunning fall from grace, and on to his rebirth at the helm of Apple, his involvement with Pixar, and the development of the iPod, iPhone, iPad, and much more, *The Steve Jobs Way* presents real-life examples of Jobs's leadership challenges and triumphs, showing readers how to apply these principles to their own lives and careers. Packed with exclusive interviews from key figures in Apple Computer's history, this revealing account provides a rarely seen, intimate glimpse into the Steve Jobs you won't see on stage, thoroughly exploring his management and leadership principles. From product development meetings to design labs, through executive boardroom showdowns to the world outside of Silicon Valley, readers will see the real Steve Jobs, the "Boy Genius" who forever transformed technology and the way we work, play, consume, and communicate--all through the eyes of someone who worked side by side with Jobs. Written in partnership with William L. Simon, coauthor of the bestselling Jobs biography *iCon*, *The Steve Jobs Way* is the "how to be like Steve" book that readers have been waiting for.

How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy

The Hidden DNA of Amazon, Apple, Facebook, and Google
Pandemics

Inside Uber's Quest for World Domination

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A True Story of Money, Power, Friendship, and Betrayal

Googled

And the Tyranny of Progressivism

Hatching Twitter

“An engrossing story of audacious entrepreneurism and big-industry disruption, [this] is a tale for our times.” –Charles Duhigg, author of Smarter Faster Better An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb phenomenon—the successes and controversies alike—and takes us behind the scenes as the company’s young CEO steers into increasingly uncharted waters. “A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption.” –Rana Foroohar, Financial Times columnist and CNN global economic analyst

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NEW YORK TIMES BESTSELLER WASHINGTON POST BESTSELLER Winner of the getAbstract 17th International Book Award "The Seventh Sense is a concept every businessman, diplomat, or student should aspire to master--a powerful idea, backed by stories and figures that will be impossible to forget." -- Walter Isaacson, author of Steve Jobs and Leonardo da Vinci Endless terror. Refugee waves. An unfixable global economy. Surprising election results. New billion-dollar fortunes. Miracle medical advances. What if they were all connected? What if you could understand why? The Seventh Sense is the story of what all of today's successful figures see and feel: the forces that are invisible to most of us but explain everything from explosive technological change to uneasy political ripples. The secret to power now is understanding our new age of networks. Not merely the Internet, but also webs of trade, finance, and even DNA. Based on his years of advising generals, CEOs, and politicians, Ramo takes us into the opaque heart of our world's rapidly connected systems and teaches us what the losers are not yet seeing--and what the victors of this age already know.

**'An engrossing story of audacious entrepreneurism' -- Charles Duhigg
'Captures the remarkable journey of Airbnb exceedingly well' -- Reid Hoffman
'fast paced, fun dive into one of the seminal firms of our time' -- Rana Foroohar** In 2008, two broke art school graduates and

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their coder-whiz friend set up a platform that - in less than a decade - became one of the largest provider of accommodations in the world. Now valued at \$31 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.

So much to read, so little time? This brief overview of The Upstarts tells you what you need to know—before or after you read Brad Stone's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader.

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This short summary and analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World includes: Chapter-by-chapter overviews Character profiles Detailed timeline of events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About The Upstarts by Brad Stone: Brad Stone's The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World is a detailed account of the founding of Uber and Airbnb, as well as each company's climb from small startup to transportation and hospitality powerhouse. The Upstarts provides insight into the early lives of entrepreneurs Travis Kalanick and Brian Chesky, including their forays into new business ventures, some successful, most of them not. Stone points out the amazing parallels between the two tech companies as they fight for startup capital, wrestle to find the right framework for their products and organizations, and bring in the talent and technology needed to support those offerings. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

A Silicon Valley Story

Facebook

How an Emerging Business Model Helps Startups Build Large Empires

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with Minimum Investment

Psyched Up

Inside Y Combinator

How Decoupling Drives Consumer Disruption

Heads: Business Lessons from an Executive Search Pioneer

The New Revolution for Women Entrepreneurs

In the early nineties, a visionary special-effects guru named Marc Thorpe conjured a field of dreams different from any the world had seen before: It would be framed by unbreakable plastic instead of cornstalks; populated not by ghostly ballplayers but by remote-controlled robots, armed to the steely teeth, fighting in a booby-trapped ring. If you built it, they'd come all right.... In *Gearheads*, Newsweek technology correspondent Brad Stone examines the history of robotic sports, from their cultish early years at universities and sci-fi conventions to today's televised extravaganzas -- and the turmoil that threatened the whole enterprise almost from the beginning. By turns a lively historical narrative, a legal thriller, and an exploration of a cultural and technological phenomenon, *Gearheads* is a funny and fascinating look at the sport of the future today.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured

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their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Closing the sale. Asking for a raise. Nailing the big presentation. Of the 2,000 hours you work every year, your success or failure is determined in the couple of dozen crucial hours when you need to bring your absolute best. Will you? The last few minutes before a major challenge can be terrifying. Ever wished you knew how to make sure you ace the make-or-break test, audition, or interview? We often feel the most powerless just before we're expected to act powerful. As you'll learn in this life-changing book, practice might make perfect, but perfection is useless if you can't

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summon it when it counts. Pulling off a great speech or the pivotal at bat also requires the right kind of mental preparation. In *Psyched Up*, journalist Daniel McGinn dives into the latest psychological research and interviews athletes, soldiers, entertainers, and others who, despite years of practice and enviable track records, will ultimately be judged on their ability to deliver a solid performance when it's their turn to shine. For instance, he reveals...

- How Jerry Seinfeld's jacket and Stephen Colbert's pen help them get laughs.
- What General Stanley McChrystal said to Special Forces before they entered the battlefield.
- Why the New England Patriots hired the DJ from the Red Sox to help them win.

Among other counterintuitive insights, McGinn reveals why trying to calm your backstage jitters can be worse for your performance than channeling it into excitement; how meaningless rituals can do more to prepare you in the final moments than last-minute rehearsal; and how a prescription from your doctor could help you unleash your best skills. Whether you're a sports person or a salesperson, an actor or an entrepreneur, one bad hour can throw away months of hard work. There's so much conflicting popular advice that we often end up doing the wrong things. McGinn separates the facts from the old wives' tales and shares new, research driven strategies for activating your talent, optimizing your emotions, and getting psyched up to take the spotlight.

"Platform Scale explains the design of a family of emerging digital business models that enables today's startups to achieve rapid scale: the platform business model.

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The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others - are becoming increasingly relevant. Yet, most new platform ideas fail because the business design and growth strategies involved in building platforms are not well understood. Platform scale is a builder's manual for anyone building a platform business today. It lays out a structured approach to desinging and growing a platform business model and addressess the key factors that lead to the success and failure of these businesses."--back cover.

How to Sell More at a Higher Margin

Unscaled

Basics of Blockchain

What You Really Need to Know About the Internet

Leapfrog

The Rideshare Guide

Hacking Growth

Everything You Need to Know about Driving for Uber, Lyft, and Other Ridesharing Companies

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of Wool "Tim Grahl is fast becoming a

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legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading *Your First 1000 Copies*." — Daniel H. Pink, New York Times bestselling author of *Drive* and *When*

"*Your First 1000 Copies* is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of *Made to Stick*, *Switch*, and *Decisive* "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, *Body of Work* "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of *Ignore Everybody* and *Evil Plans* Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you

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started a new book project, you already had people excited to buy it and ready to recommend it to others? In *Your First 1000 Copies*, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Barbara Corcoran Charles Duhigg, Chip and Dan Heath, Ramit Sethi and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. Along with his client work, he has studied many other successful authors to learn what works and what doesn't. The result is *Your First 1000 Copies* where he walks you through the Connection System, a plan that every author can immediately start using. The plan looks like this:

- Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved.
- Content - How to use content to engage with current readers

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and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, Your First 1000 Copies will give you the tools to connect with readers and sell more books.

An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of Googled Advertising and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. Mad Men are turning into

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Math Men (and women--though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper. Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is

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affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening. So the question isn't whether your organization needs to change, but when and how much. The Network Imperative is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market. These companies, or network orchestrators, grow faster, scale with lower marginal cost, and generate the highest revenue multipliers. Supported by research that covers fifteen hundred companies, authors Barry Libert, Megan Beck, and Jerry Wind guide leaders and investors through the ten principles that all organizations can use to grow and profit regardless of their industry. They also share a five-step process for pivoting an organization toward a more scalable and profitable business model. The

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Network Imperative, brimming with compelling case studies and actionable advice, provides managers with what they really need: new tools and frameworks to generate unprecedented value in a rapidly changing age.

For women entrepreneurs (and anyone sick of the status quo), this smart, unapologetic collection delivers fifty proven hacks to leapfrog over obstacles and succeed in business. "A must-read for any woman who has a great idea and the nagging thought that doors are closed to her; Molina Niño helps to blow them open."--Publishers Weekly Think the most critical factor for becoming a great entrepreneur is grit, risk-taking, or technical skills? Think again. Despite what every other business book might say, historical data show the real secret ingredients to getting ahead in business are being rich, white, and male. Until now. Leapfrog is the decades-overdue startup bible for the rest of us. It's filled with uncompromising guidance for winning at business, your way. Leapfrog is for entrepreneurs of all stripes who are fed up with status quo advice--the kind that assumes you have rich

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friends and family and a public relations team. Refreshingly frank and witty, author Nathalie Molina Niño is a serial tech entrepreneur, the founder and CEO of BRAVA Investments, and a proud daughter of Latinx immigrants. While teaching budding entrepreneurs at Barnard College at Columbia University and searching the globe for investment-worthy startups, she has met or advised thousands of entrepreneurs who've gone from zero to scalable business. Here she shares their best secrets in the form of fifty "leapfrogs"--clever loopholes and shortcuts to outsmart, jump over, or straight up annihilate the seemingly intractable hurdles facing entrepreneurs who don't have family money, cultural capital, or connections.

Based on the Book by Brad Stone

Amazon Unbound

Summary and Analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley are Changing the World

The Airbnb Story

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How Three Guys Disrupted an Industry, Made Billions of Dollars ... and Plenty of Enemies

A Very Short Introduction

The Upstarts

Gearheads

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace 's sorry step-brother, and Uber was a scrappy upstart that didn ' t stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn ' t explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies ' extraordinary rise. That methodology is called Growth Hacking, and it ' s practitioners include not just today ' s hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of

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the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.” —San Francisco Chronicle “ [Levy’s] evenhanded conclusions are still damning.” —Reason “ [He] doesn’t shy from asking the tough questions.” —The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.” —NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing

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“ fake news ” accounts, the handling of its users ’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy ’ s sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Blockchain technology has captured the minds of business leaders, entrepreneurs, and policy wonks all over the world. Major media outlets report on the rise and fall of Bitcoin and Ethereum tokens daily. Billions of dollars are flowing into blockchain startups in some form. Large-scale cyber intrusions against crypto exchanges, newly smart machines with wallets, and even semi-autonomous supply chains are capturing the imaginations of enterprises everywhere. But, how well do you really understand the technology, economics and business of blockchain? In Basics of Blockchain, the

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authors combine decades of experience into a cohesive collegiate level guide to help you understand the technology at its most basic level, and internalize the economics and business of building companies in the era of decentralized computing. While the technology may sound complicated, the job for students and business leaders is understanding how to drive value and success by adopting Web 3 technologies like blockchain. The book features 6 Chapters, Key Terms, Questions & Discussion, a Glossary, hands-on code Tutorials, Slides, and Tests. Bettina Warburg is one of the 1st speakers on blockchain for TED and WIRED, reaching 5 mil+ viewers. Tom Serres is a Silicon Valley veteran and record-holder for the largest-ever online Series A back in 2012 for his first startup, Rally. He was named Forbes most promising CEO under 35. Together, they founded Warburg Serres - a boutique fund focused on blockchain and the decentralization of trade - and manage Animal Ventures, a research and advisory firm specializing in portfolio development, education, and prototyping. They are accomplished entrepreneurs, researchers, speakers, investors, and adjunct professors at UT at Austin. Bill Wagner has decades of experience in academia. He holds the position of Assoc. Chair of Accounting and Information Systems at Villanova University. He is an expert on MIS and course development covering topics on Enterprise Systems, Mobile Applications, Applied Artificial Intelligence, and Data Analytics. Bill received the Meyer award for Innovation, Creativity, and Entrepreneurship and the Global Consortium of Entrepreneurship award for

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Excellence. This book covers the following concepts: Blockchain Fundamentals: From origins to the modern computing stack The Technology Behind Blockchain: Web 3 and the economy Bitcoin and Crypto-assets: CryptoKitties and ERC20 Tokens Ethereum and Smart Contracts: Tutorials, Virtual machines, and autonomous organizations Project Management and Use Cases: Lean prototyping methods and corporate Dapps The Future of Blockchain: Quantum-resistant blockchains, AI/ML, and society "Tom Serres is one of Silicon Valley's best." -- Eric Ries, Founder of Long Term Stock Exchange & author of The Lean Startup and The Startup Way "Bettina and Tom are a rare combination of natural entrepreneurship, strong academic research, and a futuristic mindset. We consider them amazing thinkers and great thought-leaders in the blockchain space over the years." -- Fabian Vogelsteller (Inventor of the ERC20 Standard) & Marjorie Hernandez, Co-Founders of Lukso.io "Bettina's talk about blockchain is one of the most insightful and clear explanations of this new technology that I've seen. The tech is abstract and exotic, but she makes it concrete and familiar." -- Kevin Kelly, founding Executive Editor of Wired Magazine and author of The Inevitable "Tom and Bettina are early pioneers in the world of Blockchain, and have been active participants in its transformation from a series of fringe ideas to mainstream adoption. They have been a huge help to growing the community at large." -- Dominic Williams, Founder of Dfinity

Based on eight years of research visiting dozens of startups, tech companies and

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incumbents, Harvard Business School professor Thales Teixeira shows how and why consumer industries are disrupted, and what established companies can do about it—while highlighting the specific strategies potential startups use to gain a competitive edge. There is a pattern to digital disruption in an industry, whether the disruptor is Uber, Airbnb, Dollar Shave Club, Pillpack or one of countless other startups that have stolen large portions of market share from industry leaders, often in a matter of a few years. As Teixeira makes clear, the nature of competition has fundamentally changed. Using innovative new business models, startups are stealing customers by breaking the links in how consumers discover, buy and use products and services. By decoupling the customer value chain, these startups, instead of taking on the Unilevers and Nikes, BMW ' s and Sephoras of the world head on, peel away a piece of the consumer purchasing process. Birchbox offered women a new way to sample beauty products from a variety of companies from the convenience of their homes, without having to visit a store. Turo doesn't compete with GM. Instead, it offers people the benefit of driving without having to own a car themselves. Illustrated with vivid, indepth and exclusive accounts of both startups, and reigning incumbents like Best Buy and Comcast, as they struggle to respond, *Unlocking the Customer Value Chain* is an essential guide to demystifying how digital disruption takes place – and what companies can do to defend themselves.

What to Make When You're Feeling Blue

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The Turbulent Rise of Robotic Sports

How to Survive and Grow in the Age of Digital Business Models

Valley of the Gods

Frenemies

Mission in a Bottle

The Profit Secret

The Epic Disruption of the Ad Business (and Everything Else)

The dramatic, unlikely story behind the founding of Twitter, by New York Times bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, Hatching Twitter takes readers behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, venture capital, and Silicon Valley culture. "Traces the story of Uber's rapid growth from its murky origins to its plans for expansion into

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radically different industries. The company is fighting local competitors and lawmakers for markets around the world; it has already faced riots and protests in cities like Paris, Rio de Janeiro, and Mumbai. It fought, and lost, an expensive and grueling battle against rival Didi in China. Uber has also poached entire departments from top research universities in a push to build the first self-driving car and possibly replace the very drivers it's worked so hard to recruit. Uber is in the headlines every day, but so much about its past and its future plans are still unknown to the public"--

From #1 New York Times bestselling author and radio host Mark R. Levin comes a searing plea for a return to America's most sacred values. In *Rediscovering Americanism*, Mark R. Levin revisits the founders' warnings about the perils of overreach by the federal government and concludes that the men who created our country would be outraged and disappointed to see where we've ended up. Levin returns to the impassioned question he's explored in each of his bestselling books: How do we save our exceptional country? Because our values are in such a precarious state, he argues that a restoration to the essential truths on which our country was founded has never been more urgent. Understanding these principles, in Levin's words, can "serve as the antidote to tyrannical regimes and governments." *Rediscovering Americanism* is not an exercise in nostalgia, but an appeal to his fellow citizens to reverse course. This essential book brings Levin's celebrated, sophisticated analysis to the troubling question of America's future, and reminds us what we must restore for the sake of our children and our children's children. The behind-the-scenes story of how a headhunting pioneer helped shape an industry Born in Greenwich, Connecticut, Reynolds graduated from Philips Exeter and Yale before joining the U.S. Air Force as a navigator-bombardier in a B-36. After his stint in the military, Reynolds

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returned to J.P. Morgan as a lending officer, where he learned the lessons and began making the connections that would drive his long and illustrious career. Reynolds's first foray into the executive recruiting industry he helped influence was with the New York search firm William H. Clark Associates. He quickly displayed his talents as a recruiter, and three short years later, on October 2, 1969, he founded Russell Reynolds Associates (RRA). That's when the executive search business changed—for the better. Until then, the general feeling among business professionals was that executive search firms simply took advantage of easy access to corporate money without delivering real value to clients. With smart, forward-looking, disciplined marketing, Reynolds helped establish executive search professionals as important elements in the smooth running of American business—all while opening new offices around the world. Filled with cameo appearances by some of the twentieth-century's greatest business titans, *Heads* is the fascinating story not only of how RRA became one of the world's most influential executive search firms but also of how one man transformed an industry.

The Steve Jobs Way

**A Guide for Building Literacy in the Economics, Technology, and Business of Blockchain
From Gutenberg to Zuckerberg**

How AI and a New Generation of Upstarts Are Creating the Economy of the Future

How the Science of Mental Preparation Can Help You Succeed

The Honest Guide to Doing Business Differently--and Succeeding

Power, Fortune, and Survival in the Age of Networks

How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World
Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of

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Silicon Valley's early years...is a meticulously told...compelling history" (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account...a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force" (The Christian Science Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite;

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and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

New York Times bestselling author of The Everything Store Brad Stone takes us deep inside the new Silicon Valley. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and

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dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology. They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Young, hungry and brilliant, they are rewriting the traditional rules of business, changing our day-to-day lives and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive account of a dawning age of tenacity, creativity, conflict and wealth. In Brad Stone's highly anticipated and riveting account of the most radical companies of the new Silicon Valley, we find out how it all started, and how the world is wildly different than it was ten years ago.

'Jack Monroe is a force for good in the world.'* Nigella Lawson *'This book will be a friend to you when life is hard.'* Matt Haig *Seventy-five comforting, delicious and affordable recipes from Jack Monroe, star of BBC's Daily Kitchen Live and author of the Sunday Times bestseller, Tin Can Cook. Food writer and anti-poverty campaigner Jack Monroe presents Good Food for Bad Days, a collection of cheering, tasty and easy meals to make when you're low in spirits. Eating properly is one of the biggest hurdles when you're feeling low, so these recipes (dubbed 'depressipes' by Jack) give you everything you need in a dish; they are inexpensive, simple and filling so that cooking and eating a nutritious meal doesn't seem like

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an impossible task. This collection includes comforting dishes such as Quick and Spicy Noodles, Recalibration Supper, Jaffa Cake Mug Pudding and Hot Apple Pies. In this handy little paperback cookbook, Jack shares friendly and creative tips for making a little go a long way and for using store-cupboard ingredients: perfect for when you're feeling overwhelmed by whatever is on your plate, but still want to take care of yourself.

iLeadership for a New Generation

Unlocking the Customer Value Chain

The Network Imperative

The Four

The Launch Pad

Wild Ride

Rediscovering Americanism

The Everything Store

Fred Reichheld's 2006 book *The Ultimate Question*, that question being, "How likely is it that you would recommend this company to a friend or colleague?"-challenged the conventional wisdom of customer satisfaction programs. It coined the terms 'bad profits' and 'good profits' and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company, introducing a quantitative measure (the Net Promoter Score) for establishing a baseline and effectively tracking changes going forward. Richard Owen and Laura Brooks are co-developers, along with Reichheld, of the methodology behind

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answering the question. In this book, Owen and Brooks tell how based on a variety of real case studies' to actually embed Net Promoter discipline in organizations of all types. Reporter Alexandra Wolfe's biting but admiring story of Silicon Valley, and the men and women whose hubris and ambition are changing the world. Each year, young people from around the world go to Silicon Valley to hatch an idea, start a company, strike it rich, and become powerful and famous. In "a jauntily paced anthropological look at Northern California's techtopia" (Bloomberg Businessweek), reporter and columnist for The Wall Street Journal Alexandra Wolfe follows three of these upstarts who have "stopped out" of college and real life in the hopes of becoming the next Mark Zuckerberg or Elon Musk. Meet the billionaires who go to training clubs for thirty-minute "body slams" designed to fit in with the start-up schedule; attend parties where people devour peanut butter-and-jelly sushi rolls; and date and seduce in a romantic culture in which thick glasses, baggy jeans, and a t-shirt is the costume of any sex symbol (and where a jacket and tie symbolize mediocrity). Through Wolfe's eyes, we discover how they date and marry, how they dress and live, how they plot and dream, and how they have created a business world and an economic order that has made us all devotees of them. In her blistering and hysterical examination of this new ruling class, Wolfe "offers a revealing peek inside the privilege, power, and profligacy of Silicon Valley" (Town & Country). Valley of the Gods "captures the absurdity of this brave new world, pierces the hype, but also conveys

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the dreams and the passions that can shape a world's economy" (USA TODAY).

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

In an incredibly fun and accessible two-color graphic-book format, the cofounders of Honest Tea tell the engaging story of how they created and built a mission-driven business, offering a wealth of insights and advice to entrepreneurs, would-be

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entrepreneurs, and millions of Honest Tea drinkers about the challenges and hurdles of creating a successful business--and the importance of perseverance and creative problem-solving. Seth Goldman and Barry Nalebuff began Honest Tea fifteen years ago with little more than a tea leaf of an idea and a passion to offer organic, freshly brewed, lightly sweetened bottled tea. Today Honest Tea is a rapidly expanding national brand sold in more than 100,000 grocery stores, restaurants, convenience stores and drugstores across the country. The brand has flourished as American consumers move toward healthier and greener lifestyles.

Answering the Ultimate Question

Platform Scale

Good Food for Bad Days