



The Internet Is Not What You Think It IsA History, a Philosophy, a WarningPrinceton University Press

A ground-breaking exploration of the changing nature of trust and how to bridge the gap from where you are to where you need to be. Trust is the most powerful force underlying the success of every business. Yet it can be shattered in an instant, with a devastating impact on a company's market cap and reputation. How to build and sustain trust requires fresh insight into why customers, employees, community members, and investors decide whether an organization can be trusted. Based on two decades of research and illustrated through vivid storytelling, Sandra J. Sucher and Shalene Gupta examine the economic impact of trust and, and conclusively prove that trust is built from the inside out. Trust emerges from a company being the "real deal": creating products and services that work, having good intentions, treating people fairly, and taking responsibility for all the impacts an organization creates, whether intended or not. When trust is in the room, great things can happen. Sucher and Gupta's innovative foundation for executing the elements of trust—competence, motives, means, impact—explains how trust can be woven into the day-to-day and the long term. Most importantly, even when lost, trust can be regained, as illustrated through their accounts of companies across the globe that pull themselves out of scandal and corruption by rebuilding the vital elements of trust.

How the greatest thinkers in finance changed the field and how their wisdom can help investors today Is there an ideal portfolio of investment assets, one that perfectly balances risk and reward? In Pursuit of the Perfect Portfolio examines this question by profiling and interviewing ten of the most prominent figures in the finance world—Jack Bogle, Charley Ellis, Gene Fama, Marty Leibowitz, Harry Markowitz, Bob Merton, Myron Scholes, Bill Sharpe, Bob Shiller, and Jeremy Siegel. We learn about the personal and intellectual journeys of these luminaries—which include six Nobel Laureates and a trailblazer in mutual funds—and their most innovative contributions. In the process, we come to understand how the science of modern investing came to be. Each of these finance greats discusses their idea of a perfect portfolio, offering invaluable insights to today's investors. Inspiring such monks as the Bond Guru, Wall Street's Wisest Man, and the Wizard of Wharton, these pioneers of investment management provide candid perspectives, both expected and surprising, on a vast array of investment topics—effective diversification, passive versus active investment, security selection and market timing, foreign versus domestic investments, derivative securities, nontraditional assets, irrational investing, and so much more. While the perfect portfolio is ultimately a moving target based on individual age and stage in life, market conditions, and short- and long-term goals, the fundamental principles for success remain constant. Aimed at novice and professional investors alike, In Pursuit of the Perfect Portfolio is a compendium of financial wisdom that no market enthusiast will want to be without.

"[An] illuminating memoir." —Corinna da Fonseca-Wollheim, The New York Times The story of a composer's life in the Alaskan wilderness and a meditation on making art in a landscape acutely threatened by climate change In the summer of 1975, the composer John Luther Adams, then a twenty-two-year-old graduate of CalArts, boarded a flight to Alaska. So began a journey into the mountains, forests, and tundra of the far north—and across distinctive mental and aural terrain—that would last for the next forty years. Silences So Deep is Adams's account of these formative decades—and of what it's like to live alone in the frozen woods, composing music by day and spending one's evenings with a raucous crew of poets, philosophers, and fishermen. From adolescent loves—Edgard Varèse and Frank Zappa—to mature preoccupations with the natural world that inform such works as The Wind in High Places, Adams details the influences that have allowed him to emerge as one of the most celebrated and recognizable composers of our time. Silences So Deep is also a memoir of solitude enriched by friendships with the likes of the conductor Gordon Wright and the poet John Haines, both of whom had a singular impact on Adams's life. Whether describing the travails of environmental activism in the midst of an oil boom or midwinter conversations in a communal sauna, Adams writes with a voice both playful and meditative, one that evokes the particular beauty of the Alaskan landscape and the people who call it home. Ultimately, this book is also the story of Adams's difficult decision to leave a rapidly warming Alaska and to strike out for new topographies and sources of inspiration. In its attentiveness to the challenges of life in the wilderness, to the demands of making art in an age of climate crisis, and to the pleasures of intellectual fellowship, Silences So Deep is a singularly rich account of a creative life.

The True Adventures of the Globe-Trotting Botanist Who Transformed What America Eats

It's Better Than It Looks

Believing Is Seeing

Ghosting the News

Complete Personal Finance Guidebook

The Stories, Voices, and Key Insights of the Pioneers Who Shaped the Way We Invest

The Wall Street Journal

Local Journalism and the Crisis of American Democracy
In the modern age of remote working and flexible work hours, why have most office spaces remained relatively unchanged for decades? In Where is My Office?, Chris Kane draws upon his extensive knowledge and experience in commercial property to investigate the new-found significance of innovative corporate real estate thinking in the modern workplace. With the rise of agile working, hot-desking and new technological innovations, the traditional office space no longer serves the needs of the modern workforce. With a foreword from Mark Thompson, CEO of The New York Times, this fascinating book highlights the bold new solutions to workplace practices which have the potential to invigorate employee productivity while simultaneously trimming excess costs. Chris poses his ground-breaking 'Smart Value' formula which underpinned the success of his redevelopment of the property portfolio of the BBC, and which can be adapted to enact meaningful and lasting organizational change in any business. This formula is supported through in-depth case studies from Chris's prestigious career, while interviews with prolific industry insiders such as Ronen Journo, SVP of WeWork and Mark Dixon, founder of Regus, provide fascinating insights into the ground-breaking strategies that are transforming the commercial property sector. Where is My Office? is a must-read for any business leader looking to revitalize their workplace and develop a greater understanding of the beneficial impacts that innovative workplace strategies can have upon their organization's success.

An electrifying biography of one of the most extraordinary scientists of the twentieth century and the world he made. The smartphones in our pockets and computers like brains. The vagaries of game theory and evolutionary biology. Nuclear weapons and self-replicating spacecrafts. All bear the fingerprints of one remarkable, yet largely overlooked, man: John von Neumann. Born in Budapest at the turn of the century, von Neumann is one of the most influential scientists to have ever lived. A child prodigy, he mastered calculus by the age of eight, and in high school made lasting contributions to mathematics. In Germany, where he helped lay the foundations of quantum mechanics, and later at Princeton, von Neumann's colleagues believed he had the fastest brain on the planet—bar none. He was instrumental in the Manhattan Project and the design of the atom bomb; he helped formulate the bedrock of Cold War geopolitics and modern economic theory; he created the first ever programmable digital computer; he prophesized the potential of nanotechnology; and, from his deathbed, he expounded on the limits of brains and computers—and how they might be overcome. Taking us on an astonishing journey, Anany Bhattacharya explores how a combination of genius and unique historical circumstance allowed a single man to sweep through a stunningly diverse array of fields, sparking revolutions wherever he went. The Man from the Future is an insightful and thrilling intellectual biography of the visionary thinker who shaped our century.

We know that power is shifting: From West to East and North to South, from presidential palaces to public squares, from once formidable corporate behemoths to nimble startups and, slowly but surely, from men to women. But power is not merely shifting and dispersing. It is also decaying. Those in power today are more constrained in what they can do with it and more at risk of losing it than ever before. In The End of Power, award-winning columnist and former Foreign Policy editor Moisés Naim illuminates the struggle between once-dominant megaplayers and the new micropowers challenging them in every field of human endeavor. Drawing on provocative, original research, Naim shows how the antiestablishment drive of micropowers can topple tyrants, dislodge monopolies, and open remarkable new opportunities, but it can also lead to chaos and paralysis. Naim deftly covers the seismic changes underway in business, religion, education, within families, and in all matters of war and peace. Examples abound in all walks of life: In 1977, eighty-nine countries were ruled by autocrats while today more than half the world's population lives in democracies. CEOs are more constrained and have shorter tenures than their predecessors. Modern tools of war, cheaper and more accessible, make it possible for groups like Hezbollah to afford their own drones. In the second half of 2010, the top ten hedge funds earned more than the world's largest six banks combined. Those in power retain it by erecting powerful barriers to keep challengers at bay. Today, insurgent forces dismantle those barriers more quickly and easily than ever, only to find that they themselves become vulnerable in the process. Accessible and captivating, Naim offers a revolutionary look at the inevitable end of power—and how it will change your world.

Rhetoric is among the most ancient academic disciplines, and we all use it every day whether expertly or not. This book is a lively set of lessons on the subject. It is about rhetorical figures: practical ways of applying old and powerful principles—repetition and variety, suspense and relief, concealment and surprise, the creation of expectations and then the satisfaction or frustration of them—to the composition of a simple sentence or a complete paragraph. --from publisher description.

A Recipe for a Delicious Life in Paris

Farnsworth's Classical English Rhetoric

Kingdom of Characters

The Power of Trust

Born in Blackness: Africa, Africans, and the Making of the Modern World, 1471 to the Second World War

My Place at the Table

The Longing for Less

The Well to See

The deeply personal story of a friendship between two teammates, and of a human bond which ultimately transcends the game itself. As back-to-back No. 1 draft picks for the New York Yankees, Ron Blomberg and Thurman Munson made for an odd couple. One was a good-looking, gregarious kid from Atlanta who cheerfully talked anyone's ear off at the slightest provocation; the other was a dumpy, grumpy dude from the Midwest rust belt who was about as fond of making idle chit-chat as he was of shaving. Despite the surface differences, the two men would form a close attachment as they ignited a youth movement with the 1970s Yankees. Now, over 40 years after Munson's shocking death in a plane crash at age 32, Blomberg opens up to author Dan Epstein about the beloved Yankees captain in an extraordinary memoir that reaches far beyond baseball.? By turns hilarious and heartbreaking, The Captain & Me shares tales of clubhouse hijinks during the infamous Bronx Zoo era, adventures on the road, and even rubbing shoulders with mobsters. Blomberg also offers a fascinating glimpse into baseball history, including the first-ever strike and lockout, the escalation of the Yankees–Red Sox rivalry, and the start of full-scale free agency. This illuminating remembrance of Munson is filled with untold stories about his analytical-yet-hard-nosed approach to baseball, as well as his kindness and generosity off the field.

AN INSTANT NEW YORK TIMES BESTSELLER! A USA TODAY "BEST BOOKS OF 2021" PICK! In the bestselling tradition of The Presidents Club and Presidential Courage, White House history as told through the stories of the best friends and closest confidants of American presidents. Here are the riveting histories of myriad presidential friendships, among them: Abraham Lincoln and Joshua Speed: They shared a bed for four years during which Speed saved his friend from a crippling depression. Two decades later the friends worked together to save the Union. Harry Truman and Eddie Jacobson: When Truman wavered on whether to recognize the state of Israel in 1948, his lifelong friend and former business partner intervened at just the right moment with just the right words to steer the president's decision. Franklin Delano Roosevelt and Daisy Suckley: Unassuming and overlooked during her lifetime, Daisy Suckley was in reality FDR's most trusted, constant confidant, the respite for a lonely and overworked President navigating the Great Depression and World War II John Kennedy and David Ormsby-Gore: They met as young men in pre-war London and began a conversation over the meaning of leadership. A generation later the Cuban Missile Crisis would put their ideas to test as Ormsby-Gore became the president's unofficial, but most valued foreign policy advisor. These and other friendships—including Thomas Jefferson and James Madison, Franklin Pierce and Nathaniel Hawthorne, and Bill Clinton and Vernon Jordan—populate this fresh and provocative exploration of a series of seminal presidential friendships. Publishing history teems with books by and about Presidents, First Ladies, First Pets, and even First Chefs. Now former Clinton aide Gary Ginsberg breaks new literary ground on Pennsylvania Avenue and provides fresh insights into the lives of the men who held the most powerful political office in the world by looking at the friends on whom they relied. First Friends is an engaging, serendipitous look into the lives of Commanders-in-Chief and how their presidencies were shaped by those they held most dear.

From a seasoned insider of global finance comes a "stimulating, relevant, and dramatic" (The Wall Street Journal) thriller about a group of American operatives who secretly take over the world's largest dark money fund—"a gripping thriller that takes you into the world of New York hedge funds, Russian money launderers, and DC power politics [that] makes you feel like you're actually there" (Bill Browder, author of Red Notice). When a US airdrop of billions of dollars disappears in the desert sands of Syria, only a small group of military operatives knows its ultimate destination or why it has been stolen. Their goal is no less than the restoration of America's geopolitical dominance on the global stage. Essential to this scheme are Greta Webb, a sophisticated CIA operative who is an expert on dark money, not to mention lethally skilled in hand-to-hand combat, and Elias Vicker, the damaged, dangerous soul who runs the world's largest hedge fund. To achieve its goals, the group must form dangerous alliances. One is with the hidden family that manages the largest private pool of capital that has ever existed. Another is with Fyodor Volk, the ruthless founder of Russia's most successful private military company, a mercenary with ties to Vladimir Putin. Volk has his eye on Greta. She would be wise to avoid him but cannot. Arcing from Manhattan's finest apartments to Washington, DC, from Middle Eastern war zones to private European bank vaults, Jay Newman's Undermoney follows the Americans as they are enmeshed in the world of dark money and confront ever-increasing danger. Ultimately, they must decide whether their objectives are worth the cost of sacrificing not just a few but potentially many human lives. "Unexpectedly timely" (The New Yorker), Undermoney is a "wildly entertaining peek behind the curtain of American politics, financial skullduggery, and high-stakes global conflict" (Nelson DeMille).

An easy-to-understand tutorial on the basics of personal finance takes readers step by step through the essentials of money management, banking, investment, insurance, financial planning, taxes, and more. Original. 60,000 first printing.

China and the World

In Pursuit of the Perfect Portfolio

Making Things Right

We Don't Know Ourselves: A Personal History of Modern Ireland

The Art and Science of Communicating Numbers

Dispatches from a World of Misery and Hope

Living with Minimalism

The Man from the Future: The Visionary Ideas of John von Neumann

A clear, practical, first-of-its-kind guide to communicating and understanding numbers and data—from bestselling business author Chip Heath. How much bigger is a billion than a million? Well, a million seconds is twelve days. A billion seconds is...thirty-two years. Understanding numbers is essential—but humans aren't built to understand them. Until very recently, most languages had no words for numbers greater than five—anything from six to infinity was known as "lots." While the numbers in our world have gotten increasingly complex, our brains are stuck in the past. How can we translate millions and billions and milliseconds and nanometers into things we can comprehend and use? Author Chip Heath has excelled at teaching others about making ideas slick and here, in Making Numbers Count, he outlines specific principles that reveal how to translate a number into our brain's language. This book is filled with examples of extreme number makeovers, vivid before-and-after examples that take a dry number and present it in a way that people click in and say "Wow, now I get it!" You will learn principles such as- SIMPLE PERSPECTIVE CUES: researchers at Microsoft found that adding one simple comparison sentence doubled how accurately users estimated statistics like population and area of countries. -VIVIDNESS: get perspective on the size of a nucleus by imagining a bee in a cathedral, or a pea in a racetrack, which are easier to envision than "1/100,000th of the size of an atom." -CONVERT TO A PROCESS: capitalize on our intuitive sense of time (5 gigabytes of music storage turns into "2 months of commutes, without repeating a song"). -EMOTIONAL MEASURING STICKS: frame the number in a way that people already care about ("that medical protocol would save twice as many women as curing breast cancer"). Whether you're interested in global problems like climate change, running a tech firm or a farm, or just explaining how many Cokes you'd have to drink if you burned calories like a hummingbird, this book will help math-lovers and math-haters alike translate the numbers that animate our world—allowing us to bring more data, more naturally, into decisions in our schools, our workplaces, and our society. "[L]ike reading a great tragicomic Irish novel." —James Wood, The New Yorker "Masterful . . . astonishing." —Cullen Murphy, The Atlantic "A landmark history . . . Leavened by the brilliance of O'Toole's insights and wit." —Claire Messud, Harper's Winner • 2021 An Post Irish Book Award — Nonfiction Book of the Year • from the judges: "The most remarkable Irish nonfiction book I've read in the last 10 years"; "[A] book for the ages." A celebrated Irish writer's magisterial, brilliantly insightful chronicle of the wrenching transformations that dragged his homeland into the modern world. Fintan O'Toole was born in the year the revolution began. It was 1958, and the Irish government—in despair, because all the young people were leaving—opened the country to foreign investment and popular culture. So began a decades-long, ongoing experiment with Irish national identity. In We Don't Know Ourselves, O'Toole, one of the Anglophone world's most consummate stylists, weaves his own experiences into Irish social, cultural, and economic change, showing how Ireland, in just one lifetime, has gone from a reactionary "backwater" to an almost totally open society—perhaps the most astonishing national transformation in modern history. Born to a working-class family in the Dublin suburbs, O'Toole served as an altar boy and attended a Christian Brothers school, much as his forebears did. He was enthralled by American Westerns suddenly appearing on Irish television, which were not that far from his own experience, given that Ireland's main export was beef and it was still not unknown for herds of cattle to clatter down Dublin's streets. Yet the Westerns were a sign of what was to come. O'Toole narrates the once unthinkable collapse of the all-powerful Catholic Church, brought down by scandal and by the activism of ordinary Irish, women in particular. He relates the horrific violence of the Troubles in Northern Ireland, which led most Irish to reject violent nationalism. In O'Toole's telling, America became a lodestar, from John F. Kennedy's 1963 visit, when the soon-to-be martyred American president was welcomed as a native son, to the emergence of the Irish technology sector in the late 1990s, driven by American corporations, which set Ireland on the path toward particular disaster during the 2008 financial crisis. A remarkably compassionate yet exacting observer, O'Toole in coruscating prose captures the peculiar Irish habit of "deliberate unknowing," which allowed myths of national greatness to persist even as the foundations were crumbling. Forty years in the making, We Don't Know Ourselves is a landmark work, a memoir and a national history that ultimately reveals how the two modes are entwined for all of us.

"[G]ripping, immaculately researched . . . In Mr. Ullrich's account, the murderous behavior of the Reich's last-ditch loyalists was not a reaction born of rage or of stubbornness in the face of defeat—common enough in war—but of something that had long ago tipped over into the pathological." —Andrew Stuttaford, Wall Street Journal The best-selling author of Hitler: Ascent and Hitler: Downfall reconstructs the chaotic, otherworldly last days of Nazi Germany. In a bunker deep below Berlin's Old Reich Chancellery, Adolf Hitler and his new bride, Eva Braun, took their own lives just after 3:00 p.m. on April 30, 1945—Hitler by gunshot to the temple, Braun by ingesting cyanide. But the Führer's suicide did not instantly end either Nazism or the Second World War in Europe. Far from it: the eight days that followed were among the most traumatic in modern history, witnessing not only the final paroxysms of bloodshed and the frantic surrender of the Wehrmacht, but the total disintegration of the once-mighty Third Reich. In Eight Days in May, the award-winning historian and Hitler biographer Volker Ullrich draws on an astonishing variety of sources, including diaries and letters of ordinary Germans, to narrate a society's descent into Hobbesian chaos. In the town of Demmin in the north, residents succumbed to madness and committed mass suicide. In Berlin, Soviet soldiers raped German civilians on a near-unprecedented scale. In Nazi-occupied Prague, Czech insurgents led an uprising in the hope that General George S. Patton would come to their aid but were brutally put down by German units in the city. Throughout the remains of Third Reich, huge numbers of people were on the move, creating a surrealistic tableau: death marches of concentration-camp inmates crossed paths with retreating Wehrmacht soldiers and groups of refugees; columns of POWs encountered those of liberated slave laborers and bombed-out people returning home. A taut, propulsive narrative, Eight Days in May takes us inside the phantomlike regime of Hitler's chosen successor, Admiral Karl Dönitz, revealing how the desperate attempt to impose order utterly failed, as frontline soldiers deserted and Nazi Party fanatics called on German civilians to martyr themselves in a last stand against encroaching Allied forces. In truth, however, the post-Hitler government represented continuity more than change: its leaders categorically refused to take responsibility for their crimes against humanity, an attitude typical not just of the Nazi elite but also of large segments of the German populace. The consequences would be severe. Eight Days in May is not only an indispensable account of the Nazi endgame, but a historic work that brilliantly examines the costs of mass delusion.

"Into the maelstrom of unprecedented contemporary debates about immigrants in the United States, this perfectly timed book gives us a portrait of what the new immigrant experience in America is really like. Written as a "guide" for the newly arrived, and providing "practical information and advice," Roya Hakakian, an immigrant herself, reveals what those who settle here love about the country, what they miss about their homes, the cruelty of some Americans, and the unceasing generosity of others. She captures the texture of life in a new place in all its complexity, laying bare both its beauty and its darkness as she discusses race, sex, love, death, consumerism, and what it is like to be from a country that is in America's crosshairs. Her tenderly perceptive and surprisingly humorous account invites us to see ourselves as we appear to others, making it possible for us to rediscover our many American gifts through the perspective of the outsider"--

The Quiet Before

Last Call at the Hotel Imperial