

Entrepreneurial Insanity In The Dry Cleaning Business When Doing The Same Things Do Not Produce Different Results

For the past three decades, many history professors have allowed their biases to distort the way America's past is taught. These intellectuals have searched for instances of racism, sexism, and bigotry in our history while downplaying the greatness of America's patriots and the achievements of "dead white men." As a result, more emphasis is placed on Harriet Tubman than on George Washington; more about the internment of Japanese Americans during World War II than about D-Day or Iwo Jima; more on the dangers we faced from Joseph McCarthy than those we faced from Josef Stalin. A Patriot's History of the United States corrects those doctrinaire biases. In this groundbreaking book, America's discovery, founding, and development are reexamined with an appreciation for the elements of public virtue, personal liberty, and private property that make this nation uniquely successful. This book offers a long-overdue acknowledgment of America's true and proud history.

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Thousands of business books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

Decoded tells the story of Rong Jinzhwen, one of the great code-breakers in the world. A semi-autistic mathematical genius, Jinzhen is recruited to the cryptography department of China's secret services, Unit 701, where he is assigned the task of breaking the elusive 'Code Purple'. Jinzhen rises through the ranks to eventually become China's greatest and most celebrated code-breaker; until he makes a mistake. Then begins his descent through the unfathomable darkness of the world of cryptology into madness. Decoded was an immediate success when it was published in 2002 in China and has become an international bestseller. With the pacing of a literary crime thriller, Mai Jia's masterpiece also combines elements of historical fiction and state espionage. Taking place in the shadowy world of Chinese secret security, where Mai Jia worked for decades, it introduces us to a place that is unfamiliar, intriguing and authentic. And with Rong Jinzhen, it introduces us to a character who is deeply flawed and fragile, yet possessing exceptional intelligence. Decoded is an unforgettable and gripping story of genius, brilliance, insanity and human frailty. Mai Jia (the pseudonym of Jiang Benhu) is arguably the most successful writer in China today. His books are constant bestsellers, with total sales over three million copies. He became the highest paid author in China last year with his new book, Wind Talk. He has achieved unprecedented success with film adaptation: all of his novels are made - or are being made - into major films or TV series, the screenplays of which are often written by Mai Jia himself. He is hailed as the forerunner of Chinese espionage fiction, and has created a unique genre that combines spycraft, code-breaking, crime, human drama, historical fiction, and metafiction. He has won almost every major award in China, including the highest literary honor - the Mao Dun Award.

Shortlisted for the Financial Times and McKinsey Best Book of the Year Award in 2011 "A masterpiece." —Steven D. Levitt, coauthor of Freakonomics "Bursting with insights." —The New York Times Book Review A pioneering urban economist presents a myth-shattering look at the majesty and greatness of cities America is an urban nation, yet cities get a bad rap: they're dirty, poor, unhealthy, environmentally unfriendly . . . or are they? In this revelatory book, Edward Glaeser, a leading urban economist, declares that cities are actually the healthiest, greenest, and richest (in both cultural and economic terms) places to live. He travels through history and around the globe to reveal the hidden workings of cities and how they bring out the best in humankind. Using intrepid reportage, keen analysis, and cogent argument, Glaeser makes an urgent, eloquent case for the city's importance and splendor, offering inspiring proof that the city is humanity's greatest creation and our best hope for the future.

Technology and increasing levels of education have exposed people to more information than ever before. These societal gains, however, have also helped fuel a surge in narcissistic and misguided intellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism. Tom Nichols' The Death of Expertise shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both. An update to the 2017 breakout hit, the paperback edition of The Death of Expertise provides a new foreword to cover the alarming exacerbation of these trends in the aftermath of Donald Trump's election. Judging from events on the ground since it first published, The Death of Expertise issues a warning about the stability and survival of modern democracy in the Information Age that is even more important today.

Entrepreneurship is not an easy game. There are so many challenges in the journey, and no one said it was easy to build a business. However, with certain base principles and fundamentals, the journey can be made easy. Edge of Sanity is written from the personal experiences of Deepak Kanakaraju in trying to build his start-up company. The book explores topics like ethics, value creation, an entrepreneur's mindset, personal health, productivity, marketing and more. Entrepreneurship is hard and it drives many people to the edge of sanity. However, with good mentorship, advice, discipline, team and a long-term

vision, anyone can succeed as an entrepreneur. This is a book that everyone should read before starting up a new business. The chapters in this book are designed in such a way that one chapter can be read every day, and one can complete reading the book within a month. They are not necessarily in sequence, and can be read in any order.

While visiting the site where his father is searching for the fossil remains of human ancestors, a young girl discovers something that could alter the story of human evolution.

No More - Taking Back America by Dr. Thomas Masters [-----]

The bestselling author of the acclaimed *House of Cards* and *The Last Tycoons* turns his spotlight on to Goldman Sachs and the controversy behind its success. From the outside, Goldman Sachs is a perfect company. The Goldman PR machine loudly declares it to be smarter, more ethical, and more profitable than all of its competitors. Behind closed doors, however, the firm constantly straddles the line between conflict of interest and legitimate deal making, wields significant influence over all levels of government, and upholds a culture of power struggles and toxic paranoia. And its clever bet against the mortgage market in 2007—unknown to its clients—may have made the financial ruin of the Great Recession worse. *Money and Power* reveals the internal schemes that have guided the bank from its founding through its remarkable windfall during the 2008 financial crisis. Through extensive research and interviews with the inside players, including current CEO Lloyd Blankfein, William Cohan constructs a nuanced, timely portrait of Goldman Sachs, the company that was too big—and too ruthless—to fail.

Cecil B. DeMille and American Culture demonstrates that the director, best remembered for his overblown biblical epics, was one of the most remarkable film pioneers of the Progressive Era. In this innovative work, which integrates cultural history and cultural studies, Sumiko Higashi shows how DeMille artfully inserted cinema into genteel middle-class culture by replicating in his films such spectacles as elaborate parlor games, stage melodramas, department store displays, Orientalist world's fairs, and civic pageantry. The director not only established his signature as a film author by articulating middle-class ideology across class and ethnic lines, but by the 1920's had become a trendsetter, with set and costume designs that influenced the advertising industry to create a consumer culture based on female desire. Drawing on a wealth of previously untapped material from the DeMille Archives and other collections, Higashi provides imaginative readings of DeMille's early feature films, viewing them in relation to the dynamics of social change, and she documents the extent to which the emergence of popular culture was linked to the genteel tradition.

Examines art historical writing as an expressive medium, capable of emotion and reflection—and therefore deserving of serious consideration for its own sake, as the testament of art history and of individual historians.

The explosive and controversial debut novel by a major new voice in fiction Meet Tristan Hart, a brilliant young man of means. The year is 1751, and at the age of twenty he leaves home to study medicine at the great hospital of St. Thomas in London. It will be a momentous year for the intellectually ambitious Mr. Hart, who, in addition to being a student of Locke and Descartes and a promising young physician, is also, alas, psychotic. He is obsessed with the nature of pain and medically preventing it, but—equally strong and much harder to control—is his obsession with causing it. Desperate to understand his deviant desires before they are his undoing, he uses the new tools of the age—reason and science and skepticism—to plumb the depths of his own dark mind. Profoundly imaginative, unexpectedly funny, and with a strange but moving love story at its heart, *The Tale of Raw Head and Bloody Bones* is an oddly beautiful and daring novel about the relationship between the mind and body, sex, madness, pain, and the existence of God. Technology and economics are transforming business in a completely unexpected way: suddenly, even the largest companies must compete as if they were small, local businesses. Suddenly, your customers can talk to everyone else across the nation, and people listen to them, not your carefully crafted advertising or branding. It's just like doing business in a small town, where "reputation is forever." Suddenly, communities and personal connections are critical to your success - just as they've always been in small towns. The best small-town and rural entrepreneurs have been successfully overcoming these challenges for centuries. Their lessons and techniques are suddenly intensely valuable to even the largest companies, most dominant brands, and most cosmopolitan businesses. *Small Town Rules* adapts these lessons and techniques for today's new "global small town": one knitted together through the Web, Facebook, and Twitter. Two pioneering entrepreneurs and social media experts show how to: * Survive seasonal cycles and year-to-year fluctuations the way rural farmers and businesses do * Use "small town entrepreneur secrets" for coping with limited access to people and capital * Reduce risk by "piecing together" multiple income sources * Start using customer-driven communication to your advantage * Interact with customers on a more human scale, no matter how big you are * Rediscover your company's local roots, and more

Praise for *Mastering the Complex Sale* "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of *Crossing the Chasm* and *Dealing with Darwin* "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and

commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminarium Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

. . . a reflective and scholarly work that presents exciting and challenging views to mainstream entrepreneurship. . . The four books comprising the series would certainly be a valuable addition to any entrepreneurship library. However, each book also stands alone as an individual purchase. Lorraine Warren, International Journal of Entrepreneurial Behaviour and Research The narrative and flow of the book is superb and very interesting to read. The book is well edited and thought provoking which makes it an interesting read. Vanessa Ratten, Journal of Enterprising Communities: People and Places in the Global Economy This book the third in the Movements in Entrepreneurship series examines entrepreneurship as a societal phenomenon. It provides an in-depth study of the social aspects of entrepreneurship, illustrating how entrepreneurship affects society. The need to move beyond economy to disclose entrepreneurship in its societal forms is demonstrated, as is the relevance of our understanding of entrepreneurship as a societal phenomenon. The contributors show that entrepreneurship is a society-creating force and as such, it evokes new questions for entrepreneurship research and attempts to engage with new theoretical formulations. They begin with discussions on early Schumpeter and a rhetorical analysis of the current academic literature on social entrepreneurship. They go on to present myriad contextual examples of how entrepreneurship can shape social change, and indicate how this is initiated through various social settings, relationships and communities. Through rich empirical work this book explores the social of social entrepreneurship and in doing so shows us how entrepreneurship is at home where society is created. As such, it will prove a fascinating read for academics, researchers and students with an interest in entrepreneurship, sociology and economic sociology.

An indispensable guide to dealing with challenging, childish boss behavior and building a great career, with laugh-out-loud humor built in. Based on extensive interviews among workers, managers and psychologists, Tame Your Terrible Office Tyrant™ draws hilarious but true parallels between toddlers and managers. When under stress, both often have trouble moderating their power, or lose the ability to think rationally. Traits in common include tantrum-throwing, demanding, stubborn, moody, fickle, self-centered, needy and whiny behavior. BADD (Boss Attention Deficit Disorder) is discussed as part of "Short Attention Spans." There are 20 chapter traits in all, divided into "Bratty" and "Little Lost Lamb" categories, for easy reference, including real anecdotes and many useful tips. When bad bosses run amok in companies, nobody wins. This book shows readers how to build positive relationships with even the most out-of-control boss, and still thrive in your job. The key to success lies in dealing with a Terrible Office Tyrant (or TOT™) much like a parent deals with a troublesome toddler. With true stories and time-tested solutions, this is the perfect guide managing a boss stuck in his Terrible Twos. Taylor takes you behind all the bossy blustering, so that you can focus on getting ahead – and achieve career excellence. Savvy top management will also gain insight on what not to do with their team. They know that Terrible Office Tyrant (TOT) managers may not be in plain sight (they don't leave juice stains on the hallway carpet!) But they do wreak havoc on the bottom line. A special section helps senior management and Human Resource departments mitigate TOT behavior for a more productive workplace.

Most Unlikely to Succeed No one who charted Bruce Halle's early years would predict that the poor kid from New Hampshire might achieve greatness as an adult. Challenged in school and growing up in a struggling family, Halle looked like every other kid who would leave high school in the 1940s and disappear into a factory. Instead, Halle created one of America's most respected companies, rose to join the Forbes magazine list of the four hundred richest Americans and serve as the role model for the ordinary Joes who seek out success at Discount Tire Company. Six Tires, No Plan maps Halle's journey out of poverty and failure and reveals the deceptively simple values that drive success for him, his company and thousands of employees. Key among those principles is Halle's commitment to passing on his good fortune to the thousands of employees who serve his customers every day. This is Halle's true passion, and paying it forward to the ordinary guy is a cornerstone of Discount Tire's ongoing success. Avoiding the spotlight, crediting his employees for the success of the company, Halle demonstrates the incredible power of perseverance and fundamental values to create long-term success. His journey offers a roadmap worth following in both career and life.

Roger McManus, a battle-scarred, veteran entrepreneur, collaborates with Kevin Dubois one of the dry cleaning industry's brightest stars, to develop an entirely different perspective on the subject of dry cleaning business ownership. "Entrepreneurial Insanity in the Dry Cleaning Business hits home for those who 'walk the walk'," comments co-author McManus. The book challenges the owners of dry cleaning businesses to look at whether they are limiting their scope to that of a "small business" or they have expanded their view to be that of an entrepreneur. It defines the question and describes how a dry cleaner can tell the difference between small business ownership and entrepreneurship. And, surprisingly, the analysis is less about money than it is about attitude. This is all about operating systems that allow a business to run. If the systems are in place, the owner is almost irrelevant. "When the right systems are in place, the owner," Dubois quips, "can essentially manage the business from an iPhone." The book challenges the owners of dry cleaning businesses to keep their personal involvement in perspective, and to get real about the business! The ideas in this book will forever change how the motivated dry cleaner will view his or her profession - and life. The concept behind Entrepreneurial Insanity rests on that premise; love what you do, but work toward having a life and a business that are separate entities. Chances are very good that someday these two entities will want (or need) to take divergent paths. This book lays out the case for, and the strategy by which, professional dry cleaners can grow their business and regain their freedom. This book is the product of "entrepreneurial insanity." Growth is the only cure.

Argues that a manager's central responsibility is to create and implement strategies, challenges popular motivational practices, and shares anecdotes discussing how to enable action-oriented plans for real-world results.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Exam Board: Edexcel Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative, investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic

NEW YORK TIMES BESTSELLER • WINNER OF THE PULITZER PRIZE • NAMED ONE OF TIME'S TEN BEST NONFICTION BOOKS OF THE DECADE • One of the most acclaimed books of our time, this modern classic “has set a new standard for reporting on poverty” (Barbara Ehrenreich, *The New York Times Book Review*). In *Evicted*, Princeton sociologist and MacArthur “Genius” Matthew Desmond follows eight families in Milwaukee as they each struggle to keep a roof over their heads. Hailed as “wrenching and revelatory” (*The Nation*), “vivid and unsettling” (*New York Review of Books*), *Evicted* transforms our understanding of poverty and economic exploitation while providing fresh ideas for solving one of twenty-first-century America’s most devastating problems. Its unforgettable scenes of hope and loss remind us of the centrality of home, without which nothing else is possible. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY President Barack Obama** • *The New York Times Book Review* • *The Boston Globe* • *The Washington Post* • NPR • *Entertainment Weekly* • *The New Yorker* • *Bloomberg* • *Esquire* • *BuzzFeed* • *Fortune* • *San Francisco Chronicle* • *Milwaukee Journal Sentinel* • *St. Louis Post-Dispatch* • *Politico* • *The Week* • *Chicago Public Library* • *BookPage* • *Kirkus Reviews* • *Library Journal* • *Publishers Weekly* • *Booklist* • *Shelf Awareness* **WINNER OF: The National Book Critics Circle Award for Nonfiction • The PEN/John Kenneth Galbraith Award for Nonfiction • The Andrew Carnegie Medal for Excellence in Nonfiction • The Hillman Prize for Book Journalism • The PEN/New England Award • The Chicago Tribune Heartland Prize FINALIST FOR THE LOS ANGELES TIMES BOOK PRIZE AND THE KIRKUS PRIZE** “*Evicted* stands among the very best of the social justice books.”—Ann Patchett, author of *Bel Canto* and *Commonwealth* “Gripping and moving—tragic, too.”—Jesmyn Ward, author of *Salvage the Bones* “*Evicted* is that rare work that has something genuinely new to say about poverty.”—*San Francisco Chronicle*

Soon to be a major motion picture from Academy Award–winning director Guillermo del Toro and starring Bradley Cooper, Cate Blanchett, Rooney Mara, and Toni Collette. *Nightmare Alley* begins with an extraordinary description of a carnival-show geek—alcoholic and abject and the object of the voyeuristic crowd’s gleeful disgust and derision—going about his work at a county fair. Young Stan Carlisle is working as a carny, and he wonders how a man could fall so low. There’s no way in hell, he vows, that anything like that will ever happen to him. And since Stan is clever and ambitious and not without a useful streak of ruthlessness, soon enough he’s going places. Onstage he plays the mentalist with a cute assistant (before long his harried wife), then he graduates to full-blown spiritualist, catering to the needs of the rich and gullible in their well-upholstered homes. It looks like the world is Stan’s for the taking. At least for now.

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. *Better Business Bureau’s Buying a Franchise: Insider’s Guide to Success* is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the *Better Business Bureau* guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

From the bestselling author of *Blink* and *The Tipping Point*, Malcolm Gladwell's *Outliers: The Story of Success* overturns conventional wisdom about genius to show us what makes an ordinary person an extreme overachiever. Why do some people achieve so much more than others? Can they lie so far out of the ordinary? In this provocative and inspiring book, Malcolm Gladwell looks at everyone from rock stars to professional athletes, software billionaires to scientific geniuses, to show that the story of success is far more surprising, and far more fascinating, than we could ever have imagined. He reveals that it's as much about where we're from and what we do, as who we are - and that no one, not even a genius, ever makes it alone. *Outliers* will change the way you think about your own life story, and about what makes us all unique. 'Gladwell is not only a brilliant storyteller; he can see what those stories tell us, the lessons they contain' *Guardian* 'Malcolm Gladwell is a global phenomenon ... he has a genius for making everything he writes seem like an impossible adventure' *Observer* 'He is the best kind of writer - the kind who makes you feel like you're a genius, rather than he's a genius' *The Times*

Now Connolly is back with a sequel that sees him on the same stunning form, with his trademark razor-sharp dialogue and quick-fire violence, but also finding dark humor and pathos in the lives of violent men. From the London underworld, *Viva la Madness* moves to international crime with trans-Atlantic drug deals, money laundering, and high-tech electronic fraud, portrayed with the same uncanny believability. The anonymous hero of *Layer Cake* is pulled back into the drug game before he can escape to a sunny retirement. In a dazzling combination of London low-life, Caribbean high-life, and Venezuelan drug cartels toting machine-guns in Mayfair, our hero's voice and mission are authentic, thrilling, and whiplash-inducing in equal shares.

In the annals of consumer crazes, nothing compares to Beanie Babies. With no advertising or big-box distribution, creator Ty Warner - an eccentric college dropout - become a billionaire in just three years. And it was all thanks to collectors. The end of the craze was just as swift and extremely devastating, with "rare" Beanie Babies deemed worthless as quickly as they'd once been deemed priceless.

Bissonnette draws on hundreds of interviews (including a visit to a man who lives with his 40,000 Ty products and an in-prison interview with a guy who killed a coworker over a Beanie Baby debt) for the first book on the most extraordinary craze of the 1990s.

Before the "Big Three," even before the Model T, the race for dominance in the American car market was fierce, fast, and sometimes farcical. *Car Crazy* takes readers back to the passionate and reckless years of the early automobile era, from 1893, when the first US-built auto was introduced, through 1908, when General Motors was founded and Ford's Model T went on the market. The motorcar was new, paved roads few, and devotees of this exciting and unregulated technology battled with citizens who considered the car a dangerous scourge, wrought by the wealthy, that was shattering a more peaceful way

of life. Among the pioneering competitors were Ransom E. Olds, founder of Olds Motor Works and creator of a new company called REO; Olds' cutthroat new CEO Frederic L. Smith; William C. "Billy" Durant of Buick Motor Company (and soon General Motors); and inventor Henry Ford. They shared a passion for innovation, both mechanical and entrepreneurial, but their maniacal pursuit of market share would also involve legal manipulation, vicious smear campaigns, and zany publicity stunts -- including a wild transcontinental car race that transfixed the public. Their war on wheels ultimately culminated in a courtroom battle that would shape the American car industry forever. Based on extensive original research, *Car Crazy* is a page-turning story of popular culture, business, and sport at the dawn of the twentieth century, filled with compelling, larger-than-life characters, each an American original.

Offers practical advice for all areas of concern to the small business student, such as business plans, financing, location and layout, marketing, advertising and promotion, purchasing, inventory, crime, computers, human resource management, business law and government regulation.

The inspiration for the major motion picture starring Daniel Craig: a high-octane crime novel set in the dangerous London underworld of the 1990s. Kingpins, dealers, rival gangs, false allegiances, bad faith, and good money. There are many levels to the world of drugs lurking beneath the polished surface of London—a “layer cake” of crime that can chew up and spit out even the most experienced of players. Though he’s only twenty-nine, our narrator (“If I told you my name, you’d be as clever as me”) has made a small fortune in cocaine, enough to retire by thirty if he plays his cards right. But then word comes down that Jimmy Price, one of the biggest Dons in the city, has a job for him, one last big score that could set him up for good. All he has to do is find Charlotte Ryder—and then figure out how to escape the tangled web of the underworld alive. A high-intensity novel filled with bluffs and double crosses, dangerous enemies and even more treacherous allies, *Layer Cake* is a “walloping debut” (Kirkus Reviews), guaranteed to take you on a breathless, breakneck ride from the first page to the final con. “A storming piece of work: funny and serious by turns, with an abiding sense of conviction.” —The Guardian

Do you know what "quatrefoil" and "impolitic" mean? What about "halcyon" or "narcolepsy"? This book is a handy, easy-to-read reference guide to the proper parlance for any situation. In this book you will find: Words You Absolutely Should Know (covert, exonerate, perimeter); Words You Should Know But Probably Don't (dour, incendiary, scintilla); Words Most People Don't Know (schlimazel, thaumaturgy, epergne); Words You Should Know to Sound Overeducated (ad infinitum, nugatory, garrulity); Words You Probably Shouldn't Know (priapic, damnatory, labia majora); and more. Whether writing an essay, studying for a test, or trying to impress friends, family, and fellow cocktail party guests with their prolixity, you will achieve magniloquence, ebullience, and flights of rhetorical brilliance.

Research efforts in the past decade have led to considerable advances in the concepts and methods of smart manufacturing. *Smart Manufacturing: Applications and Case Studies* includes information about the key applications of these new methods, as well as practitioners’ accounts of real-life applications and case studies. Written by thought leaders in the field from around the world, *Smart Manufacturing: Applications and Case Studies* is essential reading for graduate students, researchers, process engineers and managers. It is complemented by a companion book titled *Smart Manufacturing: Concepts and Methods*, which describes smart manufacturing methods in detail. Includes examples of applications of smart manufacturing in process industries Provides a thorough overview of the subject and practical examples of applications through well researched case studies Offers insights and accounts of first-hand experiences to motivate further implementations of the key concepts of smart manufacturing

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.

WINNER OF THE 2020 RBC TAYLOR PRIZE • "Readers might well wonder if Jonathan Swift at his edgiest has been at work."—RBC Taylor Prize Jury Citation • "A remarkable biography of an even more remarkable 17th-century individual ... Beautifully written and endlessly thought-provoking."—*Macleans*'s Murderer. Salesman. Pirate. Adventurer. Cannibal. Co-founder of the Hudson's Bay Company. Known to some as the first European to explore the upper Mississippi, and widely as the namesake of ships and hotel chains, Pierre-Esprit Radisson is perhaps best described, writes Mark Bourrie, as “an eager hustler with no known scruples.” Kidnapped by Mohawk warriors at the age of fifteen, Radisson assimilated and was adopted by a powerful family, only to escape to New York City after less than a year. After being recaptured, he defected from a raiding party to the Dutch and crossed the Atlantic to Holland—thus beginning a lifetime of seized opportunities and frustrated ambitions. A guest among First Nations communities, French fur traders, and royal courts; witness to London’s Great Plague and Great Fire; and unwitting agent of the Jesuits’ corporate espionage, Radisson double-crossed the English, French, Dutch, and his adoptive Mohawk family alike, found himself marooned by pirates in Spain, and lived through shipwreck on the reefs of Venezuela. His most lasting venture as an Arctic fur trader led to the founding of the Hudson’s Bay Company, which operates today, 350 years later, as North America’s oldest corporation. Sourced from Radisson’s journals, which are the best first-hand accounts of 17th century Canada, *Bush Runner* tells the extraordinary true story of this protean 17th-century figure, a man more trading partner than colonizer, a peddler of goods and not worldview—and with it offers a fresh perspective on the world in which he lived.

An investigative reporter explores an infamous case where an obsessive and unorthodox search for enlightenment went terribly wrong. When thirty-eight-year-old Ian Thorson died from dehydration and dysentery on a remote Arizona mountaintop in 2012, *The New York Times* reported the story under the headline: "Mysterious Buddhist Retreat in the Desert Ends in a Grisly Death." Scott Carney, a journalist and anthropologist who lived in India for six years, was struck by how Thorson’s death echoed other incidents that reflected the little-talked-about connection between intensive meditation and mental instability. Using these tragedies as a springboard, Carney explores how those who go to extremes to achieve divine revelations—and undertake it in illusory ways—can tangle with madness. He also delves into the unorthodox interpretation of Tibetan Buddhism that attracted Thorson and the bizarre teachings of its chief evangelists: Thorson’s wife, Lama Christie McNally, and her previous husband, Geshe Michael Roach, the supreme spiritual leader of Diamond Mountain University, where Thorson died. Carney unravels how the cultlike practices of McNally and Roach and the questionable circumstances surrounding Thorson’s death illuminate a uniquely American tendency to mix and match eastern religious

