
Founders At Work Stories Of Startups Early Days E

A Female Founder's (Wild) Journey Through the (Hyper-Masculine) Tech Startup World
The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley
Local Newsmaking and International Media in Turkey and Syria
How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust
Defensive Design for the Web
Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors
Unlocking Unicorns
User Interface Design for Programmers
Advanced Techniques for Common Lisp
The Voltage Effect
The Unicorn's Shadow
How Money Shaped the Birth of America
Three Steps to Inspiring Passion and Performance
The Power Law
The Next Age of Uncertainty
What Every Engineer Should Know About Starting a High-Tech Business Venture
The Power Law
European Founders at Work
SUMMARY - Founders At Work: Stories Of Startups Early Days By Jessica Livingston
Ten Startup Stories from Diverse Billion-dollar Founders in Africa, Asia, and the Middle East
Courage to Heal
The Founders' Fortunes
Lessons in Creativity from IDEO, America's Leading Design Firm
Venture Capital and the Art of Disruption
How to Make Good Ideas Great and Great Ideas Scale
A User's Guide
CEO Excellence
The Ambuja Story
Makers at Work
The Six Mindsets That Distinguish the Best Leaders from the Rest
The Myths of Innovation
Charlie Munger
Big Ideas from the Computer Age
How the World Can Adapt to a Riskier Future
Daydreams at Work
The Art of Being Rational
Stories from the Region's Top Technopreneurs
How a Group of Ordinary Men Created an Extraordinary Company

How to Improve Error Messages, Help, Forms, and Other Crisis Points

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Early Days E*

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MARISOL ANDREA

*A Female Founder's (Wild) Journey Through the (Hyper-Masculine)
Tech Startup World* Lioncrest Publishing

Reinvent your organization for the hybrid age. Hybrid work is here to stay—but what will it look like at your company? Organizations that mandate rigid, prepandemic policies of five days a week at the traditional, co-located office may risk a mass exodus of talent. But designing a hybrid office that furthers your business goals while staying true to your culture will require experimentation and rigorous planning. *Hybrid Workplace: The Insights You Need from Harvard Business Review* will help you adopt technological, cultural, and management practices that will let you seize the benefits and avoid the pitfalls of the hybrid age. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the *Insights You Need from Harvard Business Review* series. Featuring HBR's smartest thinking on fast-moving issues—blockchain, cybersecurity, AI, and more—each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The *Insights You Need* series will help you grasp these critical ideas—and prepare you and your company for the future.

The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley Simon and Schuster

Embedded Entrepreneurs find customers and build a solution for and with them. Learn how to think "audience-first."

[Local Newsmaking and International Media in Turkey and Syria](#)
Penguin UK

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. *Founders at Work* (2007) is a behind-the-scenes exploration at what went on in the early days of the United States' 30 most successful

startups. Telling their stories in the founders' own words, Jessica Livingston explores the triumphs and tribulations which characterized the early days of companies like Hotmail and Blogger.com to chart their journey from fledgling startup to global corporations.

[How Facebook Beat Friendster--and How Nine Other Startups Left the Rest in the Dust](#) Currency

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to try and change the world."--Guy Kawasaki, Author of *Art of the Start* "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of *Design of Everyday Things* "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of *Dreaming in Code*; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of *The Inmates are Running the Asylum* "Brimming with insights and historical examples, Berkun's book not only debunks widely held

myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of *The Ten Faces of Innovation*

Defensive Design for the Web Apress

The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It has provided an agile framework to develop the right solution for a given target market, and is now used by almost every startup to do just that. The next challenge is growth - to achieve the financial returns and, more importantly, the impact entrepreneurs dreamed of when starting off on their adventure. Why do some companies realise the VC's goal of a 10x return on investment, while others flounder? What differentiates a Facebook from a Friendster-a household name from a footnote in corporate history? To find out, Ammirati looks at 10 pairs of companies wherein both achieved product-market fit at about the same point in history with the same general target customer, but only one of which has gone on to real scale, while the other languished. As his research reveals, just a handful of choices-such as who to partner with, how to finance growth, and how to use data-make all the difference in the world. In addition to the famous case, Ammirati uses such intriguing examples as LinkedIn vs. Spoke, and McDonald's vs. White Castle, to show the secret of "the science of growth" and how to cultivate it in any organisation.

[Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors](#) O'Reilly Media

Written by a Lisp expert, this is the most comprehensive tutorial on the advanced features of Lisp for experienced programmers. It shows how to program in the bottom-up style that is ideal for Lisp programming, and includes a unique, practical collection of Lisp programming techniques that shows how to take advantage of the language's design for efficient programming in a wide variety of applications.

[Unlocking Unicorns](#) Macmillan

From the bestselling author of *Team of Teams* and *My Share of the Task*, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping

business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

User Interface Design for Programmers Penguin
 THE HOW-TO GUIDE FOR INNOVATORS TO IMPROVE THEIR IDEAS AND SUCCESSFULLY LAUNCH THEM THROUGH THE POWER OF NARRATIVE In a world that's been turned upside down by a pandemic, social upheavals, environmental disasters, and economic disruptions, the need for reinvention is paramount. While many entrepreneurs and innovators have brilliant ideas, they desperately need the skills to successfully articulate their vision to investors, prospective customers, employees, and stakeholders. In this informative and empowering book, David Riemer breaks down the storytelling clutter so you can gain the attention you need to be successful. Storytelling is foundational. If you have a groundbreaking invention in mind or have a plan to solve worldwide problems, *Get Your Startup Story Straight* is the tool you need to create better customer-focused solutions, motivate more backers to your project, and ultimately dominate in the market. Broken down into three acts, this book will allow you to discover the building blocks of your narrative, the storytelling techniques to convey your ideas clearly, and the archetypes for inspiration. Equipped with a better understanding of your narrative, you will be able to: - Maintain a constant focus

on your customer (your protagonist) - Understand what makes them tick in a more meaningful way - And focus the product development efforts through the lens of this narrative The author's own words tell it all: "Innovators are ubiquitous nowadays, and for this community, storytelling is essential." If you are a creator struggling to get others on board, this is the handbook to refine your story to guide your product strategy, shape your company, and ultimately improve lives.

[Advanced Techniques for Common Lisp](#) QuickRead.com
 There isn't a business that doesn't want to be more creative in its thinking, products and processes. In *The Art of Innovation*, Tom Kelley, partner at the Silicon Valley-based firm IDEO, developer of hundreds of innovative products from the first commercial mouse to virtual reality headsets and the Palm hand-held, takes readers behind the scenes of this wildly imaginative company to reveal the strategies and secrets it uses to turn out hit after hit. Kelley shows how teams: -Research and immerse themselves in every possible aspect of a new product or service -Examine each product from the perspective of clients, consumers and other critical audiences -Brainstorm best when they are focussed, being physical and having fun *The Art of Innovation* will provide business leaders with the insights and tools they need to make their companies the leading-edge top-rated stars of their industries.

The Voltage Effect Sunbelt Publications, Inc.
 Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and improve it over the long term.

The Unicorn's Shadow Capital Books
 The shocking, definitive account of the 2020 election and the first year of the Biden presidency by two New York Times reporters, exposing the deep fissures within both parties as the country approaches a political breaking point. This is the authoritative account of an eighteen-month crisis in American democracy that will be seared into the country's political memory for decades to come. With stunning, in-the-room detail, New York Times reporters Jonathan Martin and Alexander Burns show how both

our political parties confronted a series of national traumas, including the coronavirus pandemic, the January 6 attack on the Capitol, and the political brinkmanship of President Biden's first year in the White House. From Donald Trump's assault on the 2020 election and his ongoing campaign of vengeance against his fellow Republicans, to the behind-the-scenes story of Biden's selection of Kamala Harris as his running mate and his bitter struggles to unite the Democratic Party, this book exposes the degree to which the two-party system has been strained to the point of disintegration. More than at any time in recent history, the long-established traditions and institutions of American politics are under siege as a set of aging political leaders struggle to hold together a changing country. Martin and Burns break news on most every page, drawing on hundreds of interviews and never-before-seen documents and recordings from the highest levels of government. The book asks the vitally important (and disturbing) question: can American democracy, as we know it, ever work again?

How Money Shaped the Birth of America John Wiley & Sons
 What does it take to successfully launch and scale a startup in Asia? While much of modern business literature covers Silicon Valley and its founders, building a company in Asia—a world center of technology and innovation—is a vastly different journey, and not nearly as widely covered. This book aims to change that. *Asian Founders at Work* is an essential compilation of in-depth, incisive interviews with over 20 top technopreneurs from the region. Authors Ezra Ferraz and Gracy Fernandez have gathered their exclusive conversations with business leaders: Min-Liang Tan (Razer), Maria Ressa (Rappler), Chatri Sityodtong (ONE Championship), Patrick Grove (iflix), and Khailee Ng (500 Startups) are just a few. Questions about early difficulties, fundraising, business pivots, strategic partnerships, exits via acquisition or IPO, and more are answered in great detail to shine a light on the founders' unique experiences. Learn directly from game-changers in their own voice. By documenting these stories, the authors have created the largest and most comprehensive record of successes to date. Whether you are an aspiring entrepreneur yourself, a business student wanting to become well-versed in international practices, or an owner looking to expand to the area, this book provides a thorough guide to the startup culture in Asia from the most knowledgeable sources

possible. What You Will Learn Gain business knowledge of practices that are localized to Asia Become familiar with essential startup topics, including product development, user acquisition, recruiting, and fundraising Study individual companies and founders, and an overview of startup culture Who This Book Is For Those in the tech ecosystem in East, Southeast, and South Asia, including aspiring founders or current founders who have started their entrepreneurial journey. This book is also for people outside of Asia who have an interest in the region. Entrepreneurs or businesspeople can refer to this book as they consider expansion into the area. Researchers and readers can pick up this book if they are curious about the business landscape of Asia and want to hear directly from game-changing founders.

Three Steps to Inspiring Passion and Performance CRC Press
In European Founders at Work, several of the top European startup founders and venture capitalists are interviewed to explain their respective paths to building a successful company. It takes a similar approach to Venture Capitalists at Work and other books in Apress' elite At Work series but with a focus on the differences between building a successful company in Europe versus the U.S. These insightful interviews are presented in a way that will help readers understand the founders local or a global views, how they competed on the global scale, if and how they got funding and their main challenges and opportunities. The companies chosen to be interviewed are a mix of unique worldwide ventures: European-only ventures and even a few copycats of already-proven concepts. As such, it provides a balanced view on the European scene. This mix also includes companies that started in Europe and moved to the U.S., companies who went IPO in their country of origin, companies with European venture capital backing, and companies that bootstrapped their way to success. Foreword by Saul Klein, Founder of LOVEFiLM and The Accelerator Group. Other books in the Apress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7 Gamers at Work, Ramsay. 978-1-4302-3351-0

The Power Law Penguin

An illuminating financial history of the Founding Fathers, revealing how their personal finances shaped the Constitution and the new nation In 1776, upon the signing of the Declaration of Independence, the Founding Fathers concluded America's most consequential document with a curious note, pledging "our lives, our fortunes and our sacred honor." Lives and honor did indeed hang in the balance, yet just what were their fortunes? How much did the Founders stand to gain or lose through independence? And what lingering consequences did their respective financial stakes have on liberty, justice, and the fate of the fledgling United States of America? In this landmark account, historian Willard Sterne Randall investigates the private financial affairs of the Founders, illuminating like never before how and why the Revolution came about. The Founders' Fortunes uncovers how these leaders waged war, crafted a constitution, and forged a new nation influenced in part by their own financial interests. In an era where these very issues have become daily national questions, the result is a remarkable and insightful new understanding of our nation's bedrock values.

The Next Age of Uncertainty Simon and Schuster

Bringing hard data to the way we think about entrepreneurial success, this bold call to action draws on the latest scientific evidence to dispel the most pervasive startup myths and light a path to entrepreneurship for those eclipsed by the hype. When you think of a successful entrepreneur, who comes to mind? Bill Gates? Mark Zuckerberg? Or maybe even Jesse Eisenberg, the man who played Zuckerberg in The Social Network? It may surprise you that most successful founders look very different from Zuckerberg or Gates. In fact, most startup origin stories are very different from the famous "unicorns" that have achieved valuations of over \$1 billion, from Facebook to Google to Uber. In The Unicorn's Shadow: Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors, Wharton School professor Ethan Mollick takes us to the forefront of an empirical revolution in entrepreneurship. New data and better research methods have overturned the conventional wisdom behind what a successful founder looks like, how they succeed, and how the startup ecosystem works. Among the issues he examines: Which founders are most likely to succeed? Where do the best startup ideas come from? What's the most foolproof way of securing the funding

needed to take a company to the next level? Should your sales pitch really be something out of Hollywood? What's the best way to grow and scale your company and create a thriving culture that won't hinder expansion? Mollick argues that entrepreneurship is too important, both for society and for the individuals who start companies, to be eclipsed by the shadows of unicorns. He shows we can democratize entrepreneurship—but only by following an evidence-based approach that puts to rest the false narratives that surround it.

What Every Engineer Should Know About Starting a High-Tech Business Venture "O'Reilly Media, Inc."

From the world's most influential management consulting firm, McKinsey & Company, an insight-packed, revelatory look at how the best CEOs do their jobs based on extensive interviews with today's most successful corporate leaders—including chiefs at Netflix, JPMorgan Chase, General Motors, and Sony. Being a CEO at any of the world's largest companies is among the most challenging roles in business. Billions, and even trillions, are at stake—and the fates of tens of thousands of employees often hang in the balance. Yet, even when "can't miss" high-achievers win the top job, very few excel. Thirty percent of Fortune 500 CEOs last fewer than three years, and two out of five new CEOs are perceived to be failing within eighteen months. For those who shoulder the burden of being the one on whom everyone counts, a manual for excellence is sorely needed. To identify the 21st century's best CEOs, the authors of CEO Excellence started with a pool of over 2400 public company CEOs. Extensive screening distilled that group into an elite corps, sixty-seven of whom agreed to in-depth, multi-hour interviews. Among those sharing their views: Jamie Dimon (JPMorgan Chase), Satya Nadella (Microsoft), Reed Hastings (Netflix), Kazuo Hirai (Sony), Ken Chenault (American Express), Mary Barra (GM), and Peter Brabeck-Letmathe (Nestlé). What came out of those frank, no-holds-barred conversations is a rich array of mindsets and actions that deliver outsized performance. Compelling, practical, and unprecedented in scope, CEO Excellence is a treasure trove of wisdom from today's most elite business leaders.

The Power Law Shortcut Edition

"It was 2016, and Istanbul was a boom town for correspondents reporting on the European refugee crisis, the Syrian civil war, the Kurdish conflict, jihadist terrorism, and Turkey's own controversial

president. It was also a boom town for the fixers who assisted those foreign correspondents. The author learned, as a researcher, that there was a semi-formal label for such people and considered for the first time that they were providing a form of labor that merited remuneration. He also learned, when he hired a political science student at one of Istanbul's English language universities from a list, that different fixers are helpful in different ways: recommend sources, translate, provide background information. This work will provide information about them."--

European Founders at Work Apress

NATIONAL BESTSELLER • A leading economist answers one of today's trickiest questions: Why do some great ideas make it big while others fail to take off? "Brilliant, practical, and grounded in the very latest research, this is by far the best book I've ever read on the how and why of scaling."—Angela Duckworth, CEO of Character Lab and New York Times bestselling author of *Grit* ONE OF THE MOST ANTICIPATED BOOKS OF 2022—Men's Journal "Scale" has become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one—whether you're growing a small business, rolling out a diversity and inclusion program, or delivering billions of doses of a vaccine.

Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve "high voltage"—the ability to be replicated at scale. In *The Voltage Effect*, List explains that scalable ideas share a common set of attributes, while any number of attributes can doom an unscalable idea. Drawing on his original research, as well as fascinating examples from the realms of business, policymaking, education, and public health, he identifies five measurable vital signs that a scalable idea must possess, and offers proven strategies for avoiding voltage drops and engineering voltage gains. You'll learn: • How celebrity chef Jamie Oliver expanded his restaurant empire by focusing on scalable "ingredients" (until it collapsed because talent doesn't scale) • Why the failure to detect false positives early on caused the Reagan-era drug-prevention program to backfire at scale • How governments could deliver more services to more citizens if they focused on the last dollar spent • How one education center leveraged positive spillovers to narrow the achievement gap across the entire community • Why the right set of incentives, applied at scale, can boost voter turnout, increase clean energy use, encourage patients to consistently take their prescribed medication, and more. By understanding the science of scaling, we can drive change in our schools, workplaces, communities,

and society at large. Because a better world can only be built at scale.

SUMMARY - Founders At Work: Stories Of Startups Early Days By Jessica Livingston Founders at WorkStories of Startups' Early Days

The book is the autobiography of Narotam Sekhsaria, one of India's most successful industrialists of the modern era. It details his rise from a small-time cotton trader to setting up one of the largest cement companies in the country, Ambuja cements. Behind Ambuja's unprecedented success was Narotam's firm belief that the right working environment, where employees were unhindered by the fear of failure, ethics, integrity, and values are not inimical to growth and profit; that environmental consciousness is good for business; and that any business, big or small, should have a social conscience. This resulted in not only a sustainable organization, a rarity in the cement business, but also one that has delivered excellent returns for its shareholders for decades.

Ten Startup Stories from Diverse Billion-dollar Founders in Africa, Asia, and the Middle East Apress

The author examines issues such as the rightness of web-based applications, the programming language renaissance, spam filtering, the Open Source Movement, Internet startups and more. He also tells important stories about the kinds of people behind technical innovations, revealing their character and their craft.