

## **Faster Cheaper Better The 9 Levers For Transforming How Work Gets Done**

Strategic Planning That Actually Works  
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The Income Factory: An Investor's Guide to Consistent Lifetime Returns  
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The Last of the Great Observatories  
How To Win Friends And Influence People  
Don't Pay for Your MBA  
Play Bigger  
Faster, Cheaper, Better

### **Strategic Planning That Actually Works**

“Startling in scope and bravado.” —Janet Maslin, The New York Times “Artfully

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envisions a breathtakingly better world.” —Los Angeles Times “Elaborate, smart and persuasive.” —The Boston Globe “A pleasure to read.” —The Wall Street Journal One of CBS News’s Best Fall Books of 2005 • Among St Louis Post-Dispatch’s Best Nonfiction Books of 2005 • One of Amazon.com’s Best Science Books of 2005 A radical and optimistic view of the future course of human development from the bestselling author of How to Create a Mind and The Age of Spiritual Machines who Bill Gates calls “the best person I know at predicting the future of artificial intelligence” For over three decades, Ray Kurzweil has been one of the most respected and provocative advocates of the role of technology in our future. In his classic The Age of Spiritual Machines, he argued that computers would soon rival the full range of human intelligence at its best. Now he examines the next step in this inexorable evolutionary process: the union of human and machine, in which the knowledge and skills embedded in our brains will be combined with the vastly greater capacity, speed, and knowledge-sharing ability of our creations. From the Trade Paperback edition.

### **Faster, Better, Cheaper in the History of Manufacturing**

Education expert offers accessible and much-needed book exploring the evolving alternatives to the traditional four-year degree.

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## Mediation

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In *Human + Machine*, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. *Human + Machine* provides the missing and

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much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

### **Smarter Faster Better**

For multi-user PDF licensing, please contact customer service. Energy touches our lives in countless ways and its costs are felt when we fill up at the gas pump, pay our home heating bills, and keep businesses both large and small running. There are long-term costs as well: to the environment, as natural resources are depleted and pollution contributes to global climate change, and to national security and independence, as many of the world's current energy sources are increasingly concentrated in geopolitically unstable regions. The country's challenge is to develop an energy portfolio that addresses these concerns while still providing sufficient, affordable energy reserves for the nation. The United States has enormous resources to put behind solutions to this energy challenge; the dilemma

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is to identify which solutions are the right ones. Before deciding which energy technologies to develop, and on what timeline, we need to understand them better. America's Energy Future analyzes the potential of a wide range of technologies for generation, distribution, and conservation of energy. This book considers technologies to increase energy efficiency, coal-fired power generation, nuclear power, renewable energy, oil and natural gas, and alternative transportation fuels. It offers a detailed assessment of the associated impacts and projected costs of implementing each technology and categorizes them into three time frames for implementation.

### **Emergent Strategy**

The agenda: nine powerful and practical business ideas for today's world of fierce competitors and even fiercer customers. These are tough times for business. Pressures from all sides are greater than ever. The old solutions don't work anymore, and the silver bullets of the late 1990s have proven to be hollow. Serious businesspeople know there is no simple solution, no single answer. They need a whole tool kit of new ideas and new techniques. That's what The Agenda delivers. Michael Hammer, author of Reengineering the Corporation, the defining business book of the 1990s, has uncovered the secrets of today's best companies. He has worked long and hard to identify how these companies consistently out-execute their competitors, and he reveals what he has learned in The Agenda. This

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breakthrough book spells out an action plan for the twenty-first century. Here's a sampling:

- \* Make life easy for your customers. Your customers' biggest gripe is not that your products are bad, but that it is too tough to order, receive, and pay for them. In short, you are a royal pain to do business with. You need to take a hard look at how you operate from your customers' point of view and redesign how you work to save them time, money, and frustration. In other words, run your business for their convenience, not yours.
- \* Become a process fanatic. Process is the Clark Kent of business ideas. Seemingly mild and unassuming, process is a revolutionary way of thinking about work in customer terms. It blows away overhead and cost, confusion and delay. It is the discipline that makes outstanding performance a matter of design rather than luck. Process is the way to make both customers and shareholders happy and to keep them that way on a sustained basis.
- \* Measure like you mean it. Most business measurements are worthless. They tell you what happened in the past (sort of), but offer few if any clues about how to make things better in the future. To come up with useful measurements, you need to create a model of your business that ties overall goals to the things you actually control. You need to measure these (and only these) things carefully and base your actions on what you learn. Measure to improve, not just to measure.
- \* Don't just talk teamwork—live it. You expect teamwork and cooperation from the front lines, and you need to demand the same from yourself and your colleagues. The days of the proudly independent business manager running a sharply defined unit are over.
- \* Link companies together through the Internet. Break down the walls that separate

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you from other companies, walls that create huge amounts of inefficiency and overhead. Change your distribution channel from a series of resellers into a community that works together to serve the final customer. Redesign your operations in tandem with those of your suppliers and customers. Stop seeing yourself as a self-contained unit that creates a product on its own, and get used to the idea of virtually integrating with others. The Agenda will forever change the way you think about business.

### **Cooking for Geeks**

Presents recipes ranging in difficulty with the science and technology-minded cook in mind, providing the science behind cooking, the physiology of taste, and the techniques of molecular gastronomy.

### **Faster, Smarter, Greener**

With an enduring grasp of human nature, Dale Carnegie's *How to Win Friends and Influence People* teaches his readers how to handle people without letting them feel manipulated, how to make people feel important without inspiring resentment, how win people over to your point of view without causing offence, and how to make a friend out of just about anyone. Published in 1937, Carnegie's *How to Win*

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Friends and Influence People, was originally written as a companion book to his lectures on how to be a good salesperson. However, what began as a basic sales primer, quickly exploded into an overnight success, eventually selling more than 15 million copies worldwide, and pioneering an entire genre of self-help and personal success books. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

### **A Jump into the Unknown**

What is the best way for a company to innovate? That's exactly the wrong question. The better question: How can organizations get the maximum possible value from their innovation investments? Advice recommending "innovation vacations" and the luxury of failure may be wonderful for organizations with time to spend and money to waste. But this book addresses the innovation priorities of companies that live in the real world of limits. They want fast, frugal, and high impact innovations. They don't just seek superior innovation, they want superior innovators. In The Innovator's Hypothesis, innovation expert Michael Schrage advocates a cultural and strategic shift: small teams, collaboratively--and competitively -- crafting business experiments that make top management sit up and take notice. Creativity within constraints -- clear deadlines

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and clear deliverables -- is what serious innovation cultures do. Schrage introduces the 5X5 framework: giving diverse teams of five people up to five days to come up with portfolios of five business experiments costing no more than \$5,000 each and taking no longer than five weeks to run. The book describes multiple portfolios of 5X5 experiments drawn from Schrage's advisory work and innovation workshops worldwide. These include financial service approaches for improving customer service and addressing security challenges; a pharmaceutical company's hypotheses for boosting regulatory compliance; and a diaper division's efforts to give babies and parents alike better "diapering experiences" with glow-in-the-dark adhesives, diagnostic capability, and bundled wipes. Schrage's 5X5 is enterprise innovation gone viral: Successful 5X5s make people more effective innovators, and more effective innovators mean more effective innovations.

### **Smaller Faster Lighter Denser Cheaper**

A now-deceased revolutionary thinker and his successor explain how any type of business can meet the greatest economic challenge in decades.

### **Exponential Organizations**

List of essential oils and essential oil recipes for dogs.

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## **Cheaper by the Dozen**

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

## **A New U**

A now-deceased revolutionary thinker and his successor explain how any type of business can meet the greatest economic challenge in decades.

## **The Singularity Is Near**

Frost & Sullivan's 2014 Growth, Innovation, and Leadership Book of the Year "EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business."  
—Ray Kurzweil, Director of Engineering at Google  
In business, performance is key. In performance, how you organize can be the key to growth. In the past five years, the business world has seen the birth of a new breed of company—the Exponential Organization—that has revolutionized how a company can accelerate its growth by

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using technology. An ExO can eliminate the incremental, linear way traditional companies get bigger, leveraging assets like community, big data, algorithms, and new technology into achieving performance benchmarks ten times better than its peers. Three luminaries of the business world—Salim Ismail, Yuri van Geest, and Mike Malone—have researched this phenomenon and documented ten characteristics of Exponential Organizations. Here, in *EXPONENTIAL ORGANIZATIONS*, they walk the reader through how any company, from a startup to a multi-national, can become an ExO, streamline its performance, and grow to the next level. "EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class. Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations, because he himself embodies the strategy, structure, culture, processes, and systems of this new breed of company." —John Hagel, The Center for the Edge Chosen by Benjamin Netanyahu, Prime Minister of Israel, to be one of Bloomberg's Best Books of 2015

### **The Play of Daniel Keyes' Flowers for Algernon**

We put an end to the war with the Dark Faction, but still humanity's problems are far from over. More than half of the game's promised tong of safety has elapsed, and yet humankind is no closer to forming a unified front. We've just begun building one of the twelve planetary shield generators necessary to give Earth complete protection, but we don't have enough construction materials, players or

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time. Should we ask the parallel magocratic world for help? After all, an invasion from outer space would hurt them just as bad. The mages, though, have plenty of problems of their own. What options does Gnat even have here? All he can truly count on are his own strength and his personal Relict faction. Should we put all our eggs in one basket and look for help in deep space? Might technology from ancient, long vanished races allow humanity to grow strong enough to turn back the onslaught before it's too late?

### **Mining of Massive Datasets**

What if there were one book that could help you do nearly everything in life cheaper, better, and faster? Show you how to remove hairspray baked onto a curling iron. How to make white shoes look like new. How to make gourmet coffee without the gourmet price. How to keep your cat out of your houseplants. And hundreds of other things. Cheaper, Better, Faster is all the best advice you've ever heard, collected into one handy volume. Every tip is short, to the point, and helps you make the most of your money and your time, making everyday life less hectic and more enjoyable.

### **The Innovator's Hypothesis**

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NEW YORK TIMES BESTSELLER • From the author of *The Power of Habit* comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think—with an appendix of real-world lessons to apply to your life. At the core of *Smarter Faster Better* are eight key productivity concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps—and becomes one of the most successful players in the world. A group of data scientists at Google embark on a four-year study of how the best teams function, and find that how a group interacts is more important than who is in the group—a principle, it turns out, that also helps explain why *Saturday Night Live* became a hit. A Marine Corps general, faced with low morale among recruits, reimagines boot camp—and discovers that instilling a “bias toward action” can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's *Frozen* are nearly out of time and on the brink of catastrophe—until they shake up their team in just the right way, spurring a

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creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive. In *The Power of Habit*, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

### **Think Simple**

Reengineering has captured the imagination of managers and shareholders alike, sending corporations on journeys of radical business redesign that have already begun to transfigure global industry. Yet aside from earning them improvements in their business performance, the shift into more-process-centered organizations is causing fundamental changes in the corporate world, changes that business leaders are only now beginning to understand. What will the revolutions final

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legacy be? Beyond Reengineering addresses this question, exploring reengineering's effects on such areas as: Jobs: What does process-centering do to the nature of jobs? What does a process-centered workplace feel like? Managers: What is the new role of the manager in a process-centered company? Education: What skills are vital in the process-centered working world, and how can young or inexperienced workers prepare? Society: What are the implications of process-centering for employment and the economy as a whole? Investment: What are the characteristics of a successful 21st-century corporation? An informed look at one of the most profound changes to ever sweep the corporate world, Beyond Reengineering is the business manual for the 21st century.

### **Reengineering the Corporation**

Anyone can master the fundamentals of game design - no technological expertise is necessary. The Art of Game Design: A Book of Lenses shows that the same basic principles of psychology that work for board games, card games and athletic games also are the keys to making top-quality videogames. Good game design happens when you view your game from many different perspectives, or lenses. While touring through the unusual territory that is game design, this book gives the reader one hundred of these lenses - one hundred sets of insightful questions to ask yourself that will help make your game better. These lenses are gathered from fields as diverse as psychology, architecture, music, visual design, film, software

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engineering, theme park design, mathematics, writing, puzzle design, and anthropology. Anyone who reads this book will be inspired to become a better game designer - and will understand how to do it.

### **The Right It**

Tropical forests are an undervalued asset in meeting the greatest global challenges of our time—averting climate change and promoting development. Despite their importance, tropical forests and their ecosystems are being destroyed at a high and even increasing rate in most forest-rich countries. The good news is that the science, economics, and politics are aligned to support a major international effort over the next five years to reverse tropical deforestation. *Why Forests? Why Now?* synthesizes the latest evidence on the importance of tropical forests in a way that is accessible to anyone interested in climate change and development and to readers already familiar with the problem of deforestation. It makes the case to decisionmakers in rich countries that rewarding developing countries for protecting their forests is urgent, affordable, and achievable.

### **Son of Faster Cheaper**

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Who needs a mountain of debt? Each year, the nation's top business schools are flooded with applications from people eager to pursue their MBA dreams. But those aspirations come at a steep price. According to U.S. News and World Report, the average debt load for graduates of NYU's Stern School of Business, MIT's Sloan School of Management, and other top business schools exceeds \$100,000. Like most, author Laurie Pickard couldn't shoulder that. But she faced a dilemma: despite two degrees and a Peace Corps stint, she needed a business education to land her dream job in international development. She decided to take her education into her own hands, and found that some of those same prestigious business schools offer MOOCs (massive online open courses) for low or even no cost. By picking the right classes from the best schools, she gained the skills—without all the debt. In *Don't Pay for Your MBA*, Pickard shows self-starters, career changers, and budding entrepreneurs how to navigate the expanding universe of online education. Building on her popular No-Pay MBA blog, Pickard reveals how to:

- Define your goals and tailor a curriculum that works for you
- \* Master the language of business
- \* Build a strong network
- \* Choose a concentration and deepen your expertise
- \* Showcase your nontraditional education in a way that attracts offers

Self-directed learning fills gaps in your training, positions you for promotions, and opens up new opportunities. Why pay exorbitant tuition when you can MOOC your way to success?

## Essential Oils for Dogs

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The World's Most Dangerous Cartoonist. Disney Legend Floyd Norman got his start at the Disney studio in 1956, when Walt still walked the halls, coughing and cursing. He's been there, off and on, ever since, and this book contains over 100 of his sharp-edged (and sometimes smart-assed) cartoons about the animation business.

### **Cheaper, Better, Faster**

Strategic Planning is woefully out of fashion, with many bloggers and thought-leaders claiming it is, in fact, dead. They couldn't be more wrong! Strategic Planning is an integral part of any nonprofit's ability to conduct effective social change. It allows the organization's staff, management, volunteers and board to identify and focus on the top priorities that the stakeholders agree will matter most to accomplishing their mission. Without a strategy, and the execution that follows - nonprofits are awash in mission creep, money chasing, and burned out and demoralized staff. Ain't nobody wants that. This book will walk you through the process of Strategic Planning invented by Sarai Johnson of Lean Nonprofit. Her practice is based on recent innovations in the business sector, building on the concepts of Lean Canvas and the Business Model Canvas. Adapting this strategic, action-based tool for nonprofits provides you, the nonprofit practitioner, with step-by-step instructions for leading a group of people through the planning process.

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Oh, did we mention it is a ONE DAY PROCESS? Yeah, it's cool. We know.

## **The Agenda**

This "brilliant and provocative" (Walter Isaacson) guide shares nine principles to adapt and survive the technological changes shaping our future from the director of the MIT Media Lab and a veteran Wired journalist. The world is more complex and volatile today than at any other time in our history. The tools of our modern existence are getting faster, cheaper, and smaller at an exponential rate, transforming every aspect of society, from business to culture and from the public sphere to our most private moments. The people who succeed will be the ones who learn to think differently. In WHIPLASH, Joi Ito and Jeff Howe distill that logic into nine organizing principles for navigating and surviving this tumultuous period: Emergence over Authority Pull over Push Compasses over Maps Risk over Safety Disobedience over Compliance Practice over Theory Diversity over Ability Resilience over Strength Systems over Objects Filled with incredible case studies and cutting-edge research and philosophies from the MIT Media Lab and beyond, WHIPLASH will help you adapt and succeed in this unpredictable world.

## **Human + Machine**

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Save time and money in building, marketing and promoting your business With huge recent shifts in the way enterprises are built, marketed, and monetized, these are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke. Smarter, Faster, Cheaper gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques. Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur Based on countless interviews with successful leaders, including conversations with entrepreneurs and owners of businesses large and small Strategies and ideas are easy to understand, digest, and immediately put to use From learning when to skimp and when to splurge to mastering the art of online schmoozing, Smarter, Faster, Cheaper will save you time, money, and aggravation whether you're building your tenth business or your first.

### **Herbal Antivirals**

Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

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### **Why Forests? Why Now?**

This is a powerful dramatisation of Daniel Keyes's perceptive and sad novel. Charlie is a retarded adult who desperately wants to be able to read and write. He undergoes a brain operation which increases his intelligence. Yet such an operation begs many questions--can Charlie's emotional development keep pace with the intellectual? How do the psychiatrists and psychologists view Charlie--as a man or as the subject of an experiment like the mouse, Algernon? And the biggest question of all--will the operation be successful?

### **Whiplash**

Mediation has become a vital means of resolving disputes in jurisdictions around the world. This book offers the most comprehensive comparative analysis available of mediation, introducing the law and practical experience of mediation in 22 jurisdictions and analysing how mediation should be regulated at a national and international level.

### **Faster, Better, Cheaper**

The #1 New York Times–bestselling classic: A hilarious memoir of two parents,

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twelve kids, and “a life of cheerfully controlled chaos” (The New York Times). Translated into more than fifty languages, *Cheaper by the Dozen* is the unforgettable story of the Gilbreth clan as told by two of its members. In this endearing, amusing memoir, siblings Frank Jr. and Ernestine capture the hilarity and heart of growing up in an oversized family. Mother and Dad are world-renowned efficiency experts, helping factories fine-tune their assembly lines for maximum output at minimum cost. At home, the Gilbreths themselves have cranked out twelve kids, and Dad is out to prove that efficiency principles can apply to family as well as the workplace. The heartwarming and comic stories of the jumbo-size Gilbreth clan have delighted generations of readers, and will keep you and yours laughing for years. This ebook features an illustrated biography including rare photos from the authors’ estates.

### **Smarter, Faster, Cheaper**

A call to redefine mobility so that it is connected, heterogeneous, intelligent, and personalized, as well as sustainable, adaptable, and city-friendly. The twentieth century was the century of the automobile; the twenty-first will see mobility dramatically re-envisioned. Automobiles altered cityscapes, boosted economies, and made personal mobility efficient and convenient for many. We had a century-long love affair with the car. But today, people are more attached to their smartphones than their cars. Cars are not always the quickest mode of travel in

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cities; and emissions from the rapidly growing number of cars threaten the planet. This book, by three experts from industry and academia, envisions a new world of mobility that is connected, heterogeneous, intelligent, and personalized (the CHIP architecture). The authors describe the changes that are coming. City administrators are shifting from designing cities for cars to designing cities for people. Nations and cities will increasingly employ targeted user fees and offer subsidies to nudge consumers toward more sustainable modes. The sharing economy is coaxing many consumers to shift from being owners of assets to being users of services. The auto industry is responding with connected cars that double as virtual travel assistants and by introducing autonomous driving. The CHIP architecture embodies an integrated, multimode mobility system that builds on ubiquitous connectivity, electrified and autonomous vehicles, and a marketplace open to innovation and entrepreneurship. Consumers will exercise choice on the basis of user experience and efficiency, aided by “intelligent advisors,” accessible through their mobile devices. An innovative mobility architecture reconfigured for this century is a social and economic necessity; this book charts a course for achieving it.

### **Bold**

The proven, all-weather investing strategy that delivers long-term, consistent returns The most common investing approach today—one that values “growth”

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over all else— can be ineffective and counterproductive for many investors, not to mention needlessly stressful. Now, one of Seeking Alpha’s most popular writers, Steven Bavaria, provides a groundbreaking alternative that will see you through all markets—up, down, and sideways. The Income Factory shows how to build an income stream that increases solidly and consistently—a result of re-investing and compounding the dividends. And the best part? This income stream actually grows faster during market downturns than during flat or rising market periods. The Income Factory sheds light on:

- Why “high-yield” doesn’t have to mean “high-risk”
- How credit investments perform more predictably than equity investments
- Why “junk” is a misnomer—and why high-yield debt is safer than most of the stocks investors own
- How to grow your wealth steadily without following the markets obsessively

Through Bavaria’s strategy, cash income increases year after year at a predictable rate. For example, a 9% yielding portfolio doubles and re-doubles every 8 years. If you’re in for the long haul, an Income Factory lets you achieve your goals and still sleep well at night. Investing does not have to be about picking specific horses and hoping they win the race. An Income Factory achieves its goals by essentially betting on horses to make it around the track and finish the race. Those are easier bets to win, and they don’t require us to be glued to the financial news 24/7.

### **Faster, Cheaper, Better**

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The most successful business book of the last decade, *Reengineering the Corporation* is the pioneering work on the most important topic in business today: achieving dramatic performance improvements. This book leads readers through the radical redesign of a company's processes, organization, and culture to achieve a quantum leap in performance. Michael Hammer and James Champy have updated and revised their milestone work for the New Economy they helped to create -- promising to help corporations save hundreds of millions of dollars more, raise their customer satisfaction still higher, and grow ever more nimble in the years to come.

### **Beyond Reengineering**

The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of “category kings”— companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often

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solving problems we didn't know we had. In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. *Crossing the Chasm* revolutionized how we think about new products in an existing market. *The Innovator's Dilemma* taught us about disrupting an aging market. Now, *Play Bigger* is transforming business once again, showing us how to create the market itself.

### **The Art of Game Design**

The Spitzer Space Observatory, originally known as the Space Infrared Telescope Facility (SIRTF), is the last of the four "Great Observatories", which also include the Hubble Space Telescope, the Chandra X-ray Observatory, and the Compton Gamma Ray Observatory. Developed over twenty years and dubbed the "Infrared Hubble", Spitzer was launched in the summer of 2003 and has since contributed significantly to our understanding of the universe. George Rieke played a key role in Spitzer and now relates the story of how that observatory was built and launched into space. Telling the story of this single mission within the context of NASA space science over two turbulent decades, he describes how, after a tortuous political trail to approval, Spitzer was started at the peak of NASA's

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experiment with streamlining and downsizing its mission development process, termed “faster better cheaper.” Up to its official start and even afterward, Spitzer was significant not merely in terms of its scientific value but because it stood at the center of major changes in space science policy and politics. Through interviews with many of the project participants, Rieke reconstructs the political and managerial process by which space missions are conceived, approved, and developed. He reveals that by the time Spitzer had been completed, a number of mission failures had undermined faith in “faster-better-cheaper” and a more conservative approach was imposed. Rieke examines in detail the premises behind “faster better cheaper,” their strengths and weaknesses, and their ultimate impact within the context of NASA’s continuing search for the best way to build future missions. Rieke’s participant’s perspective takes readers inside Congress and NASA to trace the progress of missions prior to the excitement of the launch, revealing the enormously complex and often disheartening political process that needs to be negotiated. He also shares some of the new observations and discoveries made by Spitzer in just its first year of operation. As the only book devoted to the Spitzer mission, *The Last of the Great Observatories* is a story at the nexus of politics and science, shedding new light on both spheres as it contemplates the future of mankind’s exploration of the universe.

## **The Income Factory: An Investor’s Guide to Consistent Lifetime**

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## Returns

In the tradition of Octavia Butler, here is radical self-help, society-help, and planet-help to shape the futures we want. Change is constant. The world, our bodies, and our minds are in a constant state of flux. They are a stream of ever-mutating, emergent patterns. Rather than steel ourselves against such change, Emergent Strategy teaches us to map and assess the swirling structures and to read them as they happen, all the better to shape that which ultimately shapes us, personally and politically. A resolutely materialist spirituality based equally on science and science fiction: a wild feminist and afro-futurist ride! adrienne maree brown, co-editor of Octavia's Brood: Science Fiction from Social Justice Movements, is a social justice facilitator, healer, and doula living in Detroit.

## America's Energy Future

Take control of your health with herbal antivirals. As traditional medications become less effective against today's potent and aggressive viruses, natural alternatives are proving capable of fighting off many common viral threats. Stephen Harrod Buhner offers in-depth instructions on how to prepare and use herbal formulations to prevent and treat infections such as SARS, influenza, and encephalitis. These natural remedies will fight off disease and strengthen your

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immune system, keeping your family healthy and happy.

### **The Last of the Great Observatories**

In this accessible, prescriptive, and widely applicable manual, Google's first engineering director and current Innovation Agitator Emeritus provides critical advice for rethinking how we launch a new idea, product, or business, insights to help successfully beat the law of market failure: that most new products will fail, even if competently executed. Millions of people around the world are working to introduce new ideas. Some will turn out to be stunning successes and have a major impact on our world and our culture: The next Google, the next Polio vaccine, the next Harry Potter, the next Red Cross, the next Ford Mustang. Others successes will be smaller and more personal, but no less meaningful: A restaurant that becomes a neighborhood favorite, a biography that tells an important story, a local nonprofit that cares for abandoned pets. Simultaneously, other groups are working equally hard to develop new ideas that, when launched, will fail. Some will fail spectacularly and publicly: New Coke, the movie John Carter, the Ford Edsel. Others failures will be smaller and more private, but no less failure: A home-based business that never takes off, a children's book that neither publishers nor children have any interest in, a charity for a cause too few people care about. Most people believe that their venture will be successful. But the law of market failure tells us that up to 90 percent of most new products, services, businesses, and initiatives

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will fail soon after launch—regardless of how promising they sound, how much we commit to them, or how well we execute them. This is a hard fact to accept. Combining detailed case studies with personal insight drawn from his time at Google, his experience as an entrepreneur and consultant, and his lectures at Stanford University and Google, Alberto Savoia offers an unparalleled approach to beating the beast that is market failure: “Make sure you are building The Right It before you build It right,” he advises. In *The Right It*, he provides lessons on creating your own hard data, a strategy for market engagement, and an introduction to the concept of a pretotype (not a prototype). Groundbreaking, entertaining, and highly practical, this essential guide delivers a proven formula for ensuring ideas, products, services, and businesses succeed.

## **How To Win Friends And Influence People**

The industrial revolution, mechanization, water and steam power, computers, and automation have given an enormous boost to manufacturing productivity. "Faster, Better, Cheaper" in the *History of Manufacturing* shows how the ability to make products faster, better, and cheaper has evolved from the stone age to modern times. It explains how different developments over time have raised efficiency and allowed the production of more and better products with less effort and materials, and hence faster, better, and cheaper. In addition, it describes the stories of inventors, entrepreneurs, and industrialists and looks at the intersection between

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technology, society, machines, materials, management, and – most of all – humans. "Faster, Better, Cheaper" in the History of Manufacturing follows this development throughout the ages. This book covers not only the technical aspects (mechanization, power sources, new materials, interchangeable parts, electricity, automation), but organizational innovations (division of labor, Fordism, Taylorism, Lean). Most of all, it is a story of the people that invented, manufactured, and marketed the products. The book shows how different developments over time raised efficiency and allowed production of more with less effort and materials, which brought us a large part of the wealth and prosperity we enjoy today. The stories of real inventors and industrialists are told, which includes not only their successes but also their problems and failures. The effect of good or bad management on manufacturing is a recurring theme in many chapters, as is the fight for intellectual property through thrilling tales of espionage. This is a story of successes and failures. It is not only about technology but also about social aspects. Ultimately, it is not a book about machines but about people!

### **Don't Pay for Your MBA**

In the face of today's environmental and economic challenges, doomsayers preach that the only way to stave off disaster is for humans to reverse course: to de-industrialize, re-localize, ban the use of modern energy sources, and forswear prosperity. But in this provocative and optimistic rebuke to the catastrophists,

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Robert Bryce shows how innovation and the inexorable human desire to make things Smaller Faster Lighter Denser Cheaper is providing consumers with Cheaper and more abundant energy, Faster computing, Lighter vehicles, and myriad other goods. That same desire is fostering unprecedented prosperity, greater liberty, and yes, better environmental protection. Utilizing on-the-ground reporting from Ottawa to Panama City and Pittsburgh to Bakersfield, Bryce shows how we have, for centuries, been pushing for Smaller Faster solutions to our problems. From the vacuum tube, mass-produced fertilizer, and the printing press to mobile phones, nanotech, and advanced drill rigs, Bryce demonstrates how cutting-edge companies and breakthrough technologies have created a world in which people are living longer, freer, healthier, lives than at any time in human history. The push toward Smaller Faster Lighter Denser Cheaper is happening across multiple sectors. Bryce profiles innovative individuals and companies, from long-established ones like Ford and Intel to upstarts like Aquion Energy and Khan Academy. And he zeroes in on the energy industry, proving that the future belongs to the high power density sources that can provide the enormous quantities of energy the world demands. The tools we need to save the planet aren't to be found in the technologies or lifestyles of the past. Nor must we sacrifice prosperity and human progress to ensure our survival. The catastrophists have been wrong since the days of Thomas Malthus. This is the time to embrace the innovators and businesses all over the world who are making things Smaller Faster Lighter Denser Cheaper.

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### **Play Bigger**

The secrets to Apple's success and how to use them, from the Apple insider Ken Segall In Think Simple, Apple insider and New York Times bestselling author Ken Segall gives you the tools to Apple's success - and shows you how to use them. It's all about simplicity. Whether you're in a multinational corporation or a lean startup, this guide will teach you how to crush complexity and focus on what matters; how to perform better, faster and more efficiently. Combining his insight from Apple with examples from companies across industries all over the world - including Ben & Jerry's, Whole Foods, Intel and HyundaiCard - Segall provides a simple roadmap for any company to find success.

### **Faster, Cheaper, Better**

McCurdy examines NASA's recent efforts to save money while improving mission frequency and performance."

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