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KEY=EARLY - SHEPPARD JOHNS

Founders at Work

Stories of Startups' Early Days

Apress Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who

wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.

SUMMARY - Founders At Work: Stories Of Startups Early Days By Jessica Livingston

*Shortcut Edition * Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover how the groups of web giants were built, and how their success, based on innovative ideas, took place from the very first years. You will also discover that : success does not necessarily depend on a grandiose project and substantial funds; the simplest ideas are often the best; it is necessary to know your product well: success is more often achieved when a technician founds a company than when he is a salesman; you need to know how to surround yourself with the right people and be lucky to create an efficient network. Based on interviews with the founders of some of the most popular startups on the web, Jessica Livingston reveals their common characteristics: an unwavering determination to create a project that works, an unfailing perseverance, an adaptability that requires a great flexibility of mind and a real motivation, residing more in the love of a job well done and the desire to change the world than in the desire to make a lot of money. In a large company, the time spent on looking efficient is less and less time spent on productivity. Startups, on the other hand, prefer working methods that leave less room for appearances and focus on efficiency. This book proposes to explore what, according to their creators, has made the greatest successes on the web. *Buy now the summary of this book for the modest price of a cup of coffee!*

Founders at Work by Jessica Livingston (Summary)

QuickRead.com 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.

What Every Engineer Should Know About Starting a High-Tech Business Venture

CRC Press Written by an experienced business lawyer in the technology, scientific and engineering community, this publication is for the engineer with an innovative high-tech idea or concept who needs those crucial business insights and strategies to move that idea forward. It offers key analysis on how to leave a current employer, gain access to technologies and potential talent, and considers other issues that can reduce problems down the road. It even includes a step-by-step guide for accessing and protecting intellectual property at the earliest stages. To assist in the fundraising process, this resource explores all the available options to capitalize a business – from self-funding, to bootstrapping, to angel investors, to venture capital to government grants, to bank loans, to joint ventures. It also looks at the best ways to form a company so as to take advantage of various tax and business strategies, discusses compensation of employees with stock options or restricted stock plans, explains how an emerging company can expand internationally, and covers some key exit strategies such as an IPO or a merger/acquisition. It covers most everything a new technology business will face including hiring, firing, contracts, leases, loans, and product warranties. As you read, you will find this book is full of the stuff that engineers love: statistics, data, tools, spreadsheets, and research. But it also full of the anecdotal evidence and practical advice needed to stay the course. Now is a tremendous time for entrepreneurship. Although there have been periodic slowdowns in the economy, if you believe in a future, high-tech is the future in which to believe. This book is part of the Taylor & Francis/CRC Press series "What Every Engineer Should Know About... . Like the other books in the series, it is designed to provide you with important knowledge that will help you along your career path. This one will also help you make that path your own.

TiVo: The Company and Its Founders

The Company and Its Founders

ABDO This title examines the remarkable lives of Mike Ramsay and Jim Barton and their work building the company TiVo. Readers will learn about each founder's background and education, as well as his early career. Also covered is a look at how TiVo operates, issues the company faces, its successes, and its impact on society. Color photos and informative sidebars accompany easy-to-read,

compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

Hello, Startup

A Programmer's Guide to Building Products, Technologies, and Teams

"O'Reilly Media, Inc." This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products, Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you.

Coders at Work

Reflections on the Craft of Programming

Apress Peter Seibel interviews 15 of the most interesting computer programmers alive today in Coders at Work, offering a companion volume to Apress's highly acclaimed best-seller Founders at Work by Jessica Livingston. As the words "at work" suggest, Peter Seibel focuses on how his interviewees tackle the day-to-day work of programming, while revealing much more, like how they became great programmers, how they recognize programming talent in others, and what kinds of problems they find most interesting. Hundreds of people have suggested names of programmers to interview on the Coders at Work web site: www.codersatwork.com. The complete

list was 284 names. Having digested everyone's feedback, we selected 15 folks who've been kind enough to agree to be interviewed: Frances Allen: Pioneer in optimizing compilers, first woman to win the Turing Award (2006) and first female IBM fellow Joe Armstrong: Inventor of Erlang Joshua Bloch: Author of the Java collections framework, now at Google Bernie Cosell: One of the main software guys behind the original ARPANET IMPs and a master debugger Douglas Crockford: JSON founder, JavaScript architect at Yahoo! L. Peter Deutsch: Author of Ghostscript, implementer of Smalltalk-80 at Xerox PARC and Lisp 1.5 on PDP-1 Brendan Eich: Inventor of JavaScript, CTO of the Mozilla Corporation Brad Fitzpatrick: Writer of LiveJournal, OpenID, memcached, and Perlbal Dan Ingalls: Smalltalk implementor and designer Simon Peyton Jones: Coinventor of Haskell and lead designer of Glasgow Haskell Compiler Donald Knuth: Author of The Art of Computer Programming and creator of TeX Peter Norvig: Director of Research at Google and author of the standard text on AI Guy Steele: Coinventor of Scheme and part of the Common Lisp Gang of Five, currently working on Fortress Ken Thompson: Inventor of UNIX Jamie Zawinski: Author of XEmacs and early Netscape/Mozilla hacker

Hackers & Painters

Big Ideas from the Computer Age

"O'Reilly Media, Inc." 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.

The Launch Pad

Inside Y Combinator

Penguin A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want.

This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

Entrepreneurial Journalism: How to Build What's Next for News

CQ Press Launch yourself into the new news economy. The digital revolution that provides so many options for news consumers also means massive opportunity for journalists. The trick: see the disruption as an opening you can attack. Entrepreneurial Journalism will inspire you with what's possible and show you the mechanics behind building a business. Working through eight clear and concise stages, you'll explore the secrets of successful news startups (including how they're making money) and learn how to be an upstart yourself, building an innovative and sustainable news business from scratch. Each chapter starts with a real entrepreneur's experience, teasing out how savvy and opportunistic journalists found their way to success. Mark Briggs then helps you size up the market, harness technology, turn your idea into a product or service, explore revenue streams, estimate costs, and launch. "Build Your Business" action items at the end of each chapter get you thinking through each step of your business plan. Discover how traditional news organizations are evolving and innovating, where the jobs are today and where the new jobs will be tomorrow. Learn from the pioneers, and become one.

Committed Teams

Three Steps to Inspiring Passion and Performance

John Wiley & Sons Build high-performing teams with an evidence-based framework that delivers results Committed is a practical handbook for building great teams. Based on research from Wharton's Executive Development Program (EDP), this concise guide identifies the common challenges that arise when people work together as a group and provides key guidance on breaking through the barriers to peak performance. Committed draws its insights from the EDP's living lab: an intensive two-week simulation during which executive-level participants run complex global businesses. The authors have observed over 100 teams collaborating and competing for over 100 combined years in this intense environment. It has yielded fundamental insights about teamwork: what

usually goes wrong, what frequently goes right, and the methods and techniques that will help you access your team's full potential. These insights have been distilled into a simple, repeatable process that you can start applying today. Getting teams engaged and aligned is hard. Committed will give you the tools you need to deal with all of the familiar teamwork challenges that get in the way: organizational politics, delegation, coordination, and aligning skills and motivation. Using vivid stories and examples from the worlds of business, sports, and non-profits, it will teach you how to: Understand the dynamics of successful teams Achieve peak performance using a research-backed methodology Gain expert insight into why most teams underperform Learn the critical points common to all great teams Committed gives you the perspective you need to combine the right people with the right way of collaborating to achieve extraordinary results.

Average Joe

Be the Silicon Valley Tech Genius

John Wiley & Sons The book covers numerous tech entrepreneurial founders and software developers, and the exciting brands or products that they created. It goes deep on a handful of them, narrowly divulging exactly how a few software developers and startup founders created breakthrough tech products like Gmail, Dropbox, Ring, Snapchat, Bitcoin, Groupon, and more. It highlights and unpacks the general hero-worship that the media and our own minds practice about tech founders and tech entrepreneurs. This idealization of tech success can create a paradox, preventing average tech professionals from their own successful journeys. This book provides hard evidence that anyone in tech can create, and anyone on the peripheral of tech can break through to the center where innovation, creativity, and opportunity meet. The anecdotes, stories, evidence, facts, arguments, logic, principles, and techniques provided in this book have helped individuals and businesses engage in slow creation cycles, improve the morale of their development teams, and increased their delivery potential of their technology solutions overall. Average Joe covers: Genius - The systematic deconstruction and debunking of the commonly held assumptions in the tech industry around supreme intelligence, and how that intelligence has been worshipped and sought after, despite the facts. Slow Creation - How to force-manufacture creative ideation. How conscious and subconscious cycles of patterns, details, and secrets can lead to breakthrough innovations, and how those P.D.S. cycles, and systematic mental grappling, can be conjured and repeated on a regular basis. Little-C Creativity - The conscious and miniature moments of epiphany that leak into our active P.D.S. cycles of Slow Creation. Flow - Why it's great, but also - why it's completely unreliable and unnecessary. How to perpetually innovate without relying on a flow state. Team Installation - How

teams and companies can engage their employees in Slow Creation to unlock dormant ideas, stir up creative endeavors, and jumpstart fragile ideas into working products. User Manipulation - How tech products are super-charged with tricks, secret techniques, and neural transmitters like Dopamine, Oxytocin, and Cortisol; how those products leverage cognitive mechanisms and psychological techniques to force user adoption and user behaviors. Contrarianism - How oppositional and backward-thinking leaders create brand-new categories and the products which dominate those categories. Showmanship - How tech players have presented their ideas to the world, conjured up magic, manufactured mystique, and presented compelling stories that have captured their audiences. Sustainable Mystique Triad – A simple model for capturing audiences consistently without relying on hype and hustle.

The Founder's Dilemmas

Anticipating and Avoiding the Pitfalls That Can Sink a Startup

Princeton University Press The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

The Creator's Code

The Six Essential Skills of Extraordinary Entrepreneurs

Simon and Schuster "Based on in-depth interviews with more than 200 leading entrepreneurs, [including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, JetBlue, Gilt Group, Theranos, and Dropbox], a business executive and senior fellow at [the Harvard Kennedy School] identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you're an innovative manager or an aspiring entrepreneur"--

Sergey Brin, Larry Page, Eric Schmidt, and Google

The Rosen Publishing Group, Inc The company that is now Google began as a partnership of ideas between two Stanford University graduate students, Sergey Brin and Larry Page, with a shared vision. They both had the confidence and nerve to set out on their own to start up a technology company together. Eric Schmidt was recruited as CEO in 2001 to help guide the company with his management expertise, without changing its exuberant corporate culture. Google has grown from an ambitious little start-up with the dream of changing the world into a global giant that really could, and has, changed the world. In this compelling text, readers learn about Google's business model, the range of products and servicesmost of which the company gives away for freeand its mission: to organize the world's information and make it universally accessible and useful. This perceptive book includes sidebars on the company's innovations, a biographical fact sheet on Brin, Page, and Schmidt, as well as a fact sheet that profiles the company's key accomplishments. A timeline offers readers a concise overview of significant events in the history of Google.

Left Brain, Right Stuff

How Leaders Make Winning Decisions

Profile Books Dozens of books have been published recently on the errors and biases that affect our judgments and choices. Drawing on cognitive science, their lessons are excellent for many kinds of decisions - consumer choice and financial investments, for example - but stop short of addressing many of the most important decisions we face in management, where we can actively influence outcomes and where competitive forces mean we have to outperform rivals. As Phil Rosenzweig shows, drawing on examples from business, sports and politics, this sort of decision-making relies on mastering two very different abilities. First, the analytical problem-solving skills associated with the brain's left hemisphere; and second, what Tom Wolfe called 'the Right Stuff': the ability to take calculated risks. Bringing fresh and often surprising insights to topics including confidence and overconfidence, the uses and limits of decision models, leadership and authenticity, expert performance and deliberate practice, competitive bidding and new venture management, Left Brain, Right Stuff, the myth-busting follow-up to The Halo Effect, explains how to perform when making even the most difficult decisions.

Jeff Bezos and Amazon

The Rosen Publishing Group, Inc This insightful work combines Jeff Bezos's life story, beginning in 1964 in Albuquerque, New Mexico, with the creation of Amazon, in 1995, and its rise as the largest online retailer in the world. Bezos's zeal and tirelessness has seen Amazon through the inevitable ups and downs that come with building a start-up taking it from a garage and turning it into a worldwide powerhouse. Although Bezos has wide-ranging interests and investments today, Amazon remains the cornerstone of his work life, and he is determined to keep his company at the forefront of technological and commercial innovation. The narrative includes captivating sidebars on Bezos's life and innovations, and fact sheets on his life and the company. A timeline helps readers glean pertinent facts about Bezos and Amazon quickly.

Making It

Women Entrepreneurs Reveal Their Secrets of Success

John Wiley & Sons Many women have great dreams about owning their own business, yet sadly, it often remains just a dream. The reason? All too often it's simply lack of confidence and self belief that lets them down and a feeling of being too far removed from the famous women entrepreneurs of today and unable to compete on that level. In truth though, there are thousands of women out there who are just like them, but who do own a business and are living their dreams on a scale they choose, successfully mixing home lives with a business and feeling fulfilled. Making It is a compilation of inspirational women's start-up stories that lets you share their accounts of how the businesses came to 'be' as well as the highs and lows that came along the way. Packed full of hints and tips from the real life experts, this book is guaranteed to inspire anyone towards achieving their goal, and with the powerful NLP exercises included you'll be able locate your strengths and weaknesses and build up exactly the right attitude for success.

The Crisis of Crowding

Quant Copycats, Ugly Models, and the New Crash Normal

John Wiley & Sons A rare analytical look at the financial crisis using simple analysis The economic crisis that began in 2008 revealed the numerous problems in our financial system, from the way mortgage loans were produced to the way Wall Street banks leveraged themselves. Curiously enough, however, most of the reasons for the banking collapse are very similar to the reasons that Long-Term Capital Management (LTCM), the largest hedge fund to date, collapsed in 1998. The Crisis of Crowding looks at LTCM in greater detail, with new information, for a more accurate perspective, examining how the subsequent hedge funds started by Meriwether and former partners were destroyed again by the lapse of judgement in allowing Lehman Brothers to fail. Covering the lessons that were ignored during LTCM's collapse but eventually connected to the financial crisis of 2008, the book presents a series of lessons for hedge funds and financial markets, including touching upon the circle of greed from homeowners to real estate agents to politicians to Wall Street. Guides the reader through the real story of Long-Term Capital Management with accurate descriptions, previously unpublished data, and interviews Describes the lessons that hedge funds, as well as the market, should have learned from LTCM's collapse Explores how the financial crisis and LTCM are a global phenomena rooted in failures to account for risk in crowded spaces with leverage Explains why quantitative finance is essential for every financial institution from risk management to valuation modeling to algorithmic trading Is filled with simple quantitative analysis about the financial crisis, from the Quant Crisis of 2007 to the failure of Lehman Brothers to the Flash Crash of 2010 A unique blend of storytelling and sound quantitative analysis, The Crisis of Crowding is one of the first books to offer an analytical look at the financial crisis rather than just an account of what happened. Also included are a layman's guide to the Dodd-Frank rules and what it means for the future, as well as an evaluation of the Fed's reaction to the crisis, QE1, QE2, and QE3.

The Entrepreneur Mind

Jaico Publishing House 100 Essential Beliefs, Characteristics and Habits of Elite Entrepreneurs What Every Successful Entrepreneur Knows But Won't Tell You Achieve unimaginable business success and financial wealth. Reach the upper echelons of entrepreneurs, where you'll find Mark Zuckerberg of Facebook, Sara Blakely of Spanx, Mark Pincus of Zynga and many others. Develop the Entrepreneur Mind – a way of thinking that comes from learning the vital lessons of the best entrepreneurs. Through compelling

stories of modern-day business tycoons, Kevin Johnson, president of the multi-million dollar company Johnson Media Inc., shares the essential beliefs, characteristics and habits of elite entrepreneurs. In this riveting book, written for new and veteran entrepreneurs, Johnson identifies 100 lessons in seven key areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation. Lessons include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, where to avoid opening a business bank account, and why too much formal education can hinder your entrepreneurial growth. Smart and insightful, The Entrepreneur Mind is the ultimate primer on how to think like an entrepreneur. KEVIN D. JOHNSON, president of Johnson Media Inc. and a serial entrepreneur, has several years of experience leading his multimillion-dollar marketing and communications company that now serves many of the most notable Fortune 100 businesses.

Buy It Now

Lessons from EBay

Duke University Press In Buy It Now, Michele White examines eBay and its emphasis on community and social norms, revealing the cultural assumptions about gender, race, and sexuality that are reinforced throughout the site. She shows how instructional texts, rule systems, and advertisements "configure the user," allowing eBay to indicate how the site is supposed to function while also upholding particular values and practices. White details how eBay reinforces stereotypes about gender and sexuality, looking, for example, at descriptions included in wedding dress listings, and how eBay directs individuals to the "Adult Only" part of the website when they use the search terms "gay" and "lesbian." She discloses the ways that eBay promises a caring community but its "Black Americana" category reproduces racism by allowing sellers' narratives that excuse and romanticize slavery and insult African Americans. White also looks at how participants challenge eBay's categories, rules, and values, examining widely used strategies of resistance by sellers and buyers in the lesbian and gay interest listings. By analyzing the organizational and cultural logics present in eBay, White emphasizes how other Internet settings, including craigslist, are not as transparent, community-oriented, and empowering as they claim. She proposes methods for researching and reconceptualizing new media sites.

Google and the Culture of Search

Routledge What did you do before Google? The rise of Google as the dominant Internet search provider reflects a generationally-inflected notion that everything that matters is now on the Web, and should, in the moral sense of the verb, be accessible through search. In this theoretically nuanced study of search technology's broader implications for knowledge production and social relations, the authors shed light on a culture of search in which our increasing reliance on search engines influences not only the way we navigate, classify, and evaluate Web content, but also how we think about ourselves and the world around us, online and off. Ken Hillis, Michael Petit, and Kylie Jarrett seek to understand the ascendancy of search and its naturalization by historicizing and contextualizing Google's dominance of the search industry, and suggest that the contemporary culture of search is inextricably bound up with a metaphysical longing to manage, order, and categorize all knowledge. Calling upon this nexus between political economy and metaphysics, Google and the Culture of Search explores what is at stake for an increasingly networked culture in which search technology is a site of knowledge and power.

Trading the Trend (Collection)

FT Press

Fundamentals of Entrepreneurial Finance

Oxford University Press, USA Entrepreneurial finance brings together the fast-moving world of entrepreneurship with the disciplined world of finance. Fundamentals of Entrepreneurial Finance provides an accessible, yet rigorous, framework for understanding how ambitious, high-growth start-ups can successfully obtain funding and interact with investors.

Trend Commandments

Trading for Exceptional Returns

*FT Press Presents the essential wisdom of trend following investing in short, entertaining, easy to understand elements everyone can understand. * *Delivers invaluable moneymaking insights from true winners, backed by real performance results. *Discusses trend following strategies in the context of today's radically new and unstable financial environment. *Helps you rethink everything you know about making money. The markets are a game, and most people are playing the wrong way--to their huge economic disadvantage. No jargon. No platitudes. Just real market lessons tied together with optimism and practicality. Pull back the Wizard of Oz curtain to see how and why big money is made today. No reliance on government, media, or Wall Street. In this book, self-sufficiency rules the day. In Trend Commandments, Covel distills the essential wisdom of trend following as an investment strategy into fascinating, bite-sized pieces that any investor can absorb. Much shorter than Covel's previous books, Trend Commandments delivers real moneymaking insights from true winners, backed by real performance results--not idle talk or platitudes. Discover how one of the biggest names in trend following made over 20% in August 2010 alone, and why this strategy keeps making big money when everyone else is dropping like a stone. Learn how to escape the cycle of 'panic, fear, hope, and return-to-panic,' and how to profit in an age of financial crisis and deepening instability. Michael Covel (San Diego, CA) is a highly respected author, director, and entrepreneur who founded the internationally known website TurtleTrader.com in 1996. Covel's first book was Trend Following: How Great Traders Make Millions in Up or Down Markets. The book profiles great trend following traders who have won billions in the market (100,000+ plus copies sold, translated into 10 languages). Covel's second book, The Complete TurtleTrader (translated into 6 languages), is the definitive inside look at the legendary trader Richard Dennis and his student traders, 'The Turtles.'*

Shazam and Its Creators

The Rosen Publishing Group, Inc Thanks to Shazam's services and products, we no longer have to spend hours wondering about the title of a song we heard in passing or wait to hear it again to find out who sings it. With Shazam, consumers can instantly find song, movie, or product information at the touch of a button, without even requiring a search engine. The foresight of the company's four founders—which even anticipated smartphones—made possible one of the early smartphone apps now used by over 400 million people. Their stories and the development of this remarkable business are chronicled in this volume.

Craigslist

The Company and Its Founder

ABDO Examines the life of Craig Newmark and the company he founded, Craigslist.

The Business of Venture Capital

Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategies

John Wiley & Sons The definitive guide to demystifying the venture capital business The Business of Venture Capital, Second Edition covers the entire spectrum of this field, from raising funds and structuring investments to assessing exit pathways. Written by a practitioner for practitioners, the book provides the necessary breadth and depth, simplifies the jargon, and balances the analytical logic with experiential wisdom. Starting with a Foreword by Mark Heesen, President, National Venture Capital Association (NVCA), this important guide includes insights and perspectives from leading experts. Covers the process of raising the venture fund, including identifying and assessing the Limited Partner universe; fund due-diligence criteria; and fund investment terms in Part One Discusses the investment process, including sourcing investment opportunities; conducting due diligence and negotiating investment terms; adding value as a board member; and exploring exit pathways in Part Two Offers insights, anecdotes, and wisdom from the experiences of best-in-class practitioners Includes interviews conducted by Leading Limited Partners/Fund-of-Funds with Credit Suisse, Top Tier Capital Partners, Grove Street Advisors, Rho Capital, Pension Fund Managers, and Family Office Managers Features the insights of over twenty-five leading venture capital practitioners, frequently featured on Forbes' Midas List of top venture capitalists Those aspiring to raise a fund, pursue a career in venture capital, or simply understand the art of investing can benefit from The

Business of Venture Capital, Second Edition. The companion website offers various tools such as GP Fund Due Diligence Checklist, Investment Due Diligence Checklist, and more, as well as external links to industry white papers and other industry guidelines.

David Karp and Tumblr

The Rosen Publishing Group, Inc Sometimes in business, success comes not by reinventing the wheel but by simply building a better mousetrap. That's exactly what David Karp did when he founded his microblogging site, Tumblr. This book introduces readers to Karp and follows him from his humble beginnings as a shy kid to the head of one of the most successful tech companies today. He grew his business simply because he believed he could build a simpler, leaner blogging platform that was easier to use. His idea was a hit, and Tumblr's success took off. As with most companies, though, Karp's business experienced growing pains from its rapid expansion and struggled to turn a profit. However, readers learn that Karp, the once introverted kid who transformed into a confident leader, is looking toward further growing Tumblr into an even greater success. With fact sheets on the founder and the company itself, readers see that it's possible to turn a simple idea into a revolutionary business.

The Universal Machine

From the Dawn of Computing to Digital Consciousness

Springer Science & Business Media The computer unlike other inventions is universal; you can use a computer for many tasks: writing, composing music, designing buildings, creating movies, inhabiting virtual worlds, communicating... This popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates, Tim Berners-Lee, Mark Zuckerberg. This story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are transforming economies and societies like no human invention before.

Entrepreneurship Lessons for Success (Collection)

FT Press 3 indispensable insider's guides to entrepreneurship: powerful skills, insights, and confidence-builders you won't find anywhere else! Three books bring together today's most indispensable lessons for entrepreneurs: specific guidance you can use right now to beat the odds and launch a high-profit, high-growth business that lasts! The Truth About Starting a Business reveals 53 bite-size, easy-to-use techniques for choosing the right business, location, and entry strategy... planning, funding, hiring, and executing a successful launch... implementing effective financial management and marketing... doing all that, and still maintaining a healthy personal life! So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap gives you all the knowledge, tools, and hands-on advice you need to avoid 8 "killer mistakes" that cause most business failures. Unlike most books for entrepreneurs, this one focuses on the most crucial operational issues associated with consistent profitability – from product/service design to pricing, finding and keeping great employees to managing growth. Nothing theoretical here: this is fast-paced, 100% practical advice you can use right now. Finally, What's Stopping You?: Shatter the 9 Most Common Myths Keeping You from Starting Your Own Business helps you get past the myths that keep potential entrepreneurs from making the leap, and gain all the practical skills and confidence you need to succeed. This book's packed with case studies of "ordinary" people building great businesses – and practical techniques you can use, too – every step of the way! From world-renowned leaders and experts, including Bruce Barringer, Edward D. Hess, Charles D. Goetz, and R. Duane Ireland

Development Challenges, South-South Solutions: December 2008 Issue

Development Challenges, South-South Solutions is the

monthly e-newsletter of the United Nations Office for South-South Cooperation in UNDP (www.southerninnovator.org).

DSConsulting Development Challenges, South-South Solutions is the monthly e-newsletter of the United Nations Office for South-South Cooperation in UNDP (www.southerninnovator.org). It has been published every month since 2006. Its sister publication, Southern Innovator magazine, has been published since 2011.

From Corporate to Social Media

Critical Perspectives on Corporate Social Responsibility in Media and Communication Industries

Routledge The corporate and the social are crucial themes of our times. In the first decade of the twenty-first century, both individual lives and society were shaped by capitalist crisis and the rise of social media. But what marks the distinctively social character of "social media"? And how does it relate to the wider social and economic context of contemporary capitalism? The concept of Corporate Social Responsibility (CSR) is based on the idea that a socially responsible capitalism is possible; this suggests that capitalist media corporations can not only enable social interaction and cooperation but also be socially responsible. This book provides a critical and provocative perspective on Corporate Social Responsibility (CSR) in media and communication industries. It examines both the academic discourse on CSR and actual corporate practices in the media sector, offering a double critique that reveals contradictions between corporate interests and social responsibilities. Marisol Sandoval's political economic analysis of Apple, AT&T, Google, HP, Microsoft, News Corp, The Walt Disney Company and Vivendi shows that media and communication in the twenty-first century are confronted with fundamental social responsibility challenges. From software patents and intellectual property rights

to privacy on the Internet, from working conditions in electronics manufacturing to hidden flows of eWaste – this book encourages the reader to explore the multifaceted social (ir)responsibilities that shape commercial media landscapes today. It makes a compelling argument for thinking beyond the corporate in order to envision and bring about truly social media. It will interest students and scholars of media studies, cultural industry studies, sociology, information society studies, organization studies, political economy, business and management.

Critique, Social Media and the Information Society

Routledge In times of global capitalist crisis we are witnessing a return of critique in the form of a surging interest in critical theories (such as the critical political economy of Karl Marx) and social rebellions as a reaction to the commodification and instrumentalization of everything. On one hand, there are overdrawn claims that social media (Twitter, Facebook, YouTube, etc) have caused uproars in countries like Tunisia and Egypt. On the other hand, the question arises as to what actual role social media play in contemporary capitalism, crisis, rebellions, the strengthening of the commons, and the potential creation of participatory democracy. The commodification of everything has resulted also in a commodification of the communication commons, including Internet communication that is today largely commercial in character. This book deals with the questions of what kind of society and what kind of Internet are desirable, how capitalism, power structures and social media are connected, how political struggles are connected to social media, what current developments of the Internet and society tell us about potential futures, how an alternative Internet can look like, and how a participatory, commons-based Internet and a co-operative, participatory, sustainable information society can be achieved.

Catholic Identity or Identities?

Refounding Ministries in Chaotic Times

Liturgical Press How can Catholic leaders effectively train and form members of our institutions in the Gospel values that are the ultimate foundation of Catholic identities? Internationally recognized author, educator, and facilitator Gerald A. Arbuckle argues that it is time to acknowledge that the programs and processes used in the past are inadequate to our postmodern age. The systems previously used to educate the staffs of our hospitals, universities, schools, and other institutions rarely succeed today. Although

didactic teaching and discursive learning have their place, they cannot be the primary method for forming identities. Catholic Identity or Identities? will assist a wide range of people- bishops, theologians, pastoral workers, institutional leaders and staffs, and more-in their various ministries. Arbuckle draws on several disciplines, including Scripture, theology, and history, but in particular cultural anthropology, to explain the importance of refounding adult formation for Catholic ministries and the practical ways to achieve it.

Entrepreneurial Ecosystems in Unexpected Places

Examining the Success Factors of Regional Entrepreneurship

Springer This book sheds light on one of the biggest development issues of our time: how the rise of entrepreneurship and the associated mindset is likely to unfold in unexpected places and change socio-economic and political fortunes. Focusing on the Balkan Peninsula, the authors explore the early success of young entrepreneurial ecosystems in the region and highlight the dangers of direct comparison with more mature entrepreneurial centres. Offering fresh insights, this brand new book presents an analytical overview of the entrepreneurial domain that enabled Bulgaria to become the start-up capital of the Balkans. With empirical data gathered from over 80 interviews and case studies, the authors address the needs of decision-makers and managers in many countries which are on the path towards nurturing entrepreneurial ecosystems.

The Myths of Innovation

O'Reilly Media 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

Handbook of Research on Civic Engagement and Social Change in Contemporary Society

IGI Global Outreach and engagement initiatives are crucial in promoting community development and social change. This can be achieved through a number of methods including public policy and urban development. The Handbook of Research on Civic Engagement and Social Change in Contemporary Society is a critical scholarly resource that examines the unexplored field of applying social change to civic engagement in an effort to enlarge public welfare activities. Featuring coverage on a broad range of topics, such as civic education, sustainable development, and child labor, this publication is geared towards academicians, researchers, and students seeking current research on civic engagement and public welfare.

Abuse and Cover-Up

Refounding the Catholic Church in Trauma

Orbis Books

Lean B2B

Build Products Businesses Want

Étienne Garbugli « This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gerea, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze □□□□ 86% of Readers Rated it 5-Stars □□□□ « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » – Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » – Paul Gillin, Co-Author, Social Marketing to the Business Customer