

Green Giants How Smart Companies Turn Sustainability Into Billion Dollar Businesses

Renew and Sustain is an innovative, profitable, socially and environmental conscious approach towards a sustainable future. The book discusses this method, what sustainability is and why it makes sense to implement these solutions. This is accomplished via dialog with specific case studies about sustainability and the value of being more sustainable.

21 privately-owned company owners share stories of how they leveraged advisory boards to help them build valuable, sustainable companies.

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America Set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, Infinite Jest explores essential questions about what entertainment is and why it has come to so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, Infinite Jest bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do. "The next step in fiction...Edgy, accurate, and darkly witty...Think Beckett, think Pynchon, think Gaddis. Think." --Sven Birkerts, *The Atlantic*

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings.

Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. *The New Rules of Green Marketing* helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact – and avoid "greenwashing" How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common--besides achieving enormous success with revenue in the tens of billions? They are doing it all while holding to their convictions of implementing sustainable principles that help consumers live better lives. But they aren't the only ones. *Green Giants* examines nine companies--including Chipotle, Toyota, Unilever, Tesla, General Electric, and more--who have established the blueprint for sustainable success that anyone can follow. Author Freya Williams, an early pioneer of the modern sustainable business movement, discovered six factors responsible for the overwhelming success of these nine socially responsible companies: • The Iconoclastic Leader • Disruptive Innovation • A Higher Purpose • Built In, Not Bolted On • Mainstream Appeal • A New Behavioral Contract Packed with eye-opening research, exclusive interviews, and enlightening examples, *Green Giants* serves as your blueprint for merging wild profitability with social responsibility.

How maverick companies have passed up the growth treadmill — and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. In *Small Giants*, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterward, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book.

Instant #1 bestseller! A deeply moving collection of personal essays from John Green, the author of *The Fault in Our Stars* and *Turtles All the Way Down*. "The perfect book for right now."—People "The Anthropocene Reviewed is essential to the human conversation."—Library Journal (starred review) The Anthropocene is the current geologic age, in which humans have profoundly reshaped the planet and its biodiversity. In this remarkable symphony of essays adapted and expanded from his groundbreaking podcast, bestselling author John Green reviews different facets of the human-centered planet on a five-star scale—from the QWERTY keyboard and sunsets to Canada geese and Penguins of Madagascar. Funny, complex, and rich with detail, the reviews chart the contradictions of contemporary humanity. As a species, we are both far too powerful and not nearly powerful enough, a paradox that came into sharp focus as we faced a global pandemic that both separated us and bound us together. John Green's

gift for storytelling shines throughout this masterful collection. The Anthropocene Reviewed is an open-hearted exploration of the paths we forge and an unironic celebration of falling in love with the world.

We help you accumulate and internalize the experiences of nine, relatively unknown, intelligent fanatic giants. We also contrast their leadership styles against less successful companies during the time period. The intelligent fanatic blueprint holds true across every time period, continent, and industry.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Silicon Valley expert Robert Chesnut shows that companies that do not think seriously about a crucial element of corporate culture—integrity—are destined to fail. "Show of hands—who in this group has integrity?" It's with this direct and often uncomfortable question that Robert Chesnut, General Counsel of Airbnb, begins every presentation to new employees. Defining integrity is difficult. Once understood as "telling the truth and keeping your word," it was about following not just the letter but the spirit of the law. But in a moment when workplaces are becoming more diverse, global, and connected, silence about integrity creates ambiguities about right and wrong that make everyone uncertain, opening the door for the minority of people to rationalize selfish behavior. Trust in most traditional institutions is down—government, religious organizations, and higher education—and there's a dark cloud hovering over technology. But this is precisely where companies come in; as peoples' faith in establishments deteriorates, they're turning to their employer for stability. In *Intentional Integrity*, Chesnut offers a six-step process for leaders to foster and manage a culture of integrity at work. He explains the rationale and legal context for the ethics and practices, and presents scenarios to illuminate the nuances of thinking deeply and objectively about workplace culture. We will always need governments to manage defense, infrastructure, and basic societal functions. But, Chesnut argues, the private sector has the responsibility to use sensitivity and flexibility to make broader progress—if they act with integrity. "Rob is an insider who's combined doing good with doing business well in two iconic Silicon Valley companies. His book contains smart, practical advice for anyone looking to do good and do well." —Reid Hoffman, co-founder of LinkedIn and author of *Blitzscaling*

"5 Voices helps leaders know themselves to lead their team. By discovering your voice and the voices of those around you, you will learn how to connect, communicate, and lead every kind of team member. The 5 Voices of Leadership are: 1. the Pioneer: focused of future vision and how to win 2. the Connector: focused on relational networks, communication, collaboration 3. the Creative: focused on future, organizational integrity, social conscience 4. the Guardian: focused on tradition, money, and resources 5. the Nurturer: focused on people, values, relationships"--

The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

NATIONAL BESTSELLER • The gripping story of Elizabeth Holmes and Theranos—one of the biggest corporate frauds in history—a tale of ambition and hubris set amid the bold promises of Silicon Valley, rigorously reported by the prize-winning journalist. With a new Afterword. "Chilling ... Reads like a thriller ... Carreyrou tells [the Theranos story] virtually to perfection." —The New York Times Book Review In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the next Steve Jobs: a brilliant Stanford dropout whose startup "unicorn" promised to revolutionize the medical industry with its breakthrough device, which performed the whole range of laboratory tests from a single drop of blood. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes' worth at an estimated \$4.5 billion. There was just one problem: The technology didn't work. Erroneous results put patients in danger, leading to misdiagnoses and unnecessary treatments. All the while, Holmes and her partner, Sunny Balwani, worked to silence anyone who voiced misgivings—from journalists to their own employees.

What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common? They are shattering the myth that acting sustainably and building a billion-dollar business are mutually exclusive. *Green Giants* examines nine companies that are merging social responsibility with wild profitability—and reveals the six factors responsible for their success, including: Iconoclastic Leadership fueled by deep conviction and a rebellious streak * Disruptive Innovation that

uses sustainability to spur the development of radically better products and services * A Higher Purpose that ignites the company—when the mission leads, profits follow * Mainstream Appeal with positioning and packaging stripped of the crunchy clichés that alienate the average customer. This new breed of billion-dollar businesses proves it's possible to achieve enormous success while implementing sustainable principles that help consumers live better lives. Ranging from start-ups to business lines incubated within major multinationals, these companies collectively represent over \$60 billion in revenue. What's more—many command wider profit margins and are growing faster than their conventional counterparts. Packed with eye-opening research, exclusive interviews, and enlightening examples from Chipotle, Toyota, Unilever, Tesla, General Electric, and more, Green Giants serves as a blueprint for sustainable success that anyone can follow.

An expert on business strategy offers a pragmatic take on how businesses of all sizes balance the competing demands of profitability and employment with sustainability. The demands and stresses on companies only grow as executives face a multitude of competing business goals. Their stakeholders are interested in corporate profits, jobs, business growth, and environmental sustainability. In this book, business strategy expert Yossi Sheffi offers a pragmatic take on how businesses of all sizes—from Coca Cola and Siemens to Dr. Bronner's Magical Soaps and Patagonia—navigate these competing goals. Drawing on extensive interviews with more than 250 executives, Sheffi examines the challenges, solutions, and implications of balancing traditional business goals with sustainability. Sheffi, author of the widely read *The Resilient Enterprise*, argues that business executives' personal opinions on environmental sustainability are irrelevant. The business merits of environmental sustainability are based on the fact that even the most ardent climate change skeptics in the C-suite face natural resource costs, public relations problems, regulatory burdens, and a green consumer segment. Sheffi presents three basic business rationales for corporate sustainability efforts: cutting costs, reducing risk, and achieving growth. For companies, sustainability is not a simple case of “profits versus planet” but is instead a more subtle issue of (some) people versus (other) people—those looking for jobs and inexpensive goods versus others who seek a pristine environment. This book aims to help companies satisfy these conflicting motivations for both economic growth and environmental sustainability.

An unflinching look at the aspiring city-builders of our smart, mobile, connected future. From Beijing to Boston, cities are deploying smart technology—sensors embedded in streets and subways, Wi-Fi broadcast airports and green spaces—to address the basic challenges faced by massive, interconnected metropolitan centers. In *Smart Cities*, Anthony M. Townsend documents this emerging futuristic landscape while considering the motivations, aspirations, and shortcomings of the key actors—entrepreneurs, mayors, philanthropists, and software developers—at work in shaping the new urban frontier.

A compelling profile of an emerging Chinese competitor Chinese firms are reinventing their business models, their corporate cultures, and themselves, becoming global competitors who increasingly offer knowledge rather than cheap labour in their quest to join the ranks of the “world's best” companies. This book offers a compelling profile of the most ambitious of these emerging Chinese competitors, the Haier Corporation (the world's largest manufacturer of home appliances), and shares insights on how one organization has repeatedly reinvented its business model and corporate culture in an effort to sustain its success.

Reinventing Giants provides an exclusive look within the Haier Corporation and shows how managerial accountability and responsibility have been repositioned at every level of the organization, with the core value of market-centricity, while aligning strategy on each level of management. It includes actual work reports that show this process in detail from the ground up. The authors emphasize how a belief in the liberation of employee talent has consistently been the driving force underlying Haier's success. Includes the remarkable story of Haier's turnaround and how these lessons can be applied to other organizations Contains information for any company grappling with competition in the global marketplace Shows how to liberate employees' talent to drive business success Written by Bill Fischer, Professor of Innovation Management at IMD in Switzerland, Umberto Lago, Professor of Management at Bologna University, Italy, and Fang Liu, Research Associate of IMD *Reinventing Giants* helps global managers rethink their own business models and accompanying corporate cultures in order to be able to apply Haier's lessons directly to their own organizations.

ARE YOU READY FOR THE FUTURE? New markets have powered the greatest business successes in history, from Standard Oil to Facebook. How can you discover and pursue new markets to make your business thrive? In *Capturing New Markets*, world-renowned business strategist Stephen Wunker argues that the first step is to stop applying traditional formulas of success and understand the unique dynamics in fast-changing new markets. He guides you through the process of creating counterintuitive strategies, such as treating competitors as collaborators, timing market entry, and targeting narrow niches before big customer segments. Whether you work for a huge corporation or for yourself, *Capturing New Markets* helps you find new sources of growth. Based on Wunker's groundbreaking work with Clayton Christensen—the Harvard Business School legend who coined the term “disruptive innovation”—plus Wunker's extensive experience in the trenches, this practical and fascinating guide shows how companies: Identify, create, and dominate new markets Avoid the pitfalls of commodization and find new ways to grow Develop and sustain new sources of growth into the future Drawing on dozens of case studies plus data-driven research, this revolutionary approach to business shows you how to turn new markets into the drivers of growth—propelling you and your company into a whole new world of opportunity. You'll learn how to anticipate customer demands and meet emerging needs before anyone else does. You'll discover how to spot ideas ready for explosive growth, and how to lead new markets while your competitors are just waking up to the opportunity. You'll also see how to make these strategies work in companies that are both small and very large. *Capturing New Markets* upends traditional thinking about business strategy, showing what will work in a new economy marked by turbulence and change. This is the resource you need to transform industries and the prospects of companies within them. Praise for *Capturing New Markets*: “*Capturing New Markets* offers a new and rigorous toolkit that charts a clear path to this business imperative. This is a major new contribution to the field with practical takeaways just when we need them most.” —Vijay Govindarajan, Professor at Tuck School of Business at Dartmouth College, and First Professor in Residence and Chief Innovation Consultant at GE “Prepare to have your existing concepts of new markets turned upside down. This is not another academic ‘thought experiment,’ but a practical, experience-driven manual for all who aspire to enhanced growth. New markets are all around us—not just in the developing world. Wunker provides fresh perspectives in an extremely readable how-to manual that will allow the reader to discover unmet need and enter new markets wherever they are. All in all, an essential read for every new market pioneer.” —Dr. Garry Neil, Corporate VP for Science & Technology, Johnson & Johnson “*Capturing New Markets* reveals critical patterns underlying why some new ventures become big businesses, and others do not. The journey to creating new markets can be full of uncertainty, and understanding these patterns provides a big advantage to informed entrepreneurs.” —Charles Warden,

Managing Director, Versant Ventures “While new markets fuel business growth, traditional approaches to marketing and strategy can be poorly suited to these super-dynamic environments. Through abundant and engaging examples, *Capturing New Markets* shows you how to establish priorities and tap growth opportunities with lower cost, lower risk, and higher impact.” —Anish Shah, President & CEO India, GE Capital “Intensifying competitive environments require that all companies continually think about and explore new growth opportunities. *Capturing New Markets* provides critical guidance on how to evaluate and build new markets with a creative yet disciplined approach.” —Brad Gambill, Chief Strategy Officer, Singapore Telecom “*Capturing New Markets* is a compass for business transformation. The book combines fascinating stories with clear takeaways that enable readers to chart their long-term courses and to begin with concrete steps tomorrow morning.” —Greta Metts, Head of Global Marketing Innovation and Business Transformation, Boehringer-Ingelheim Pharmaceuticals “Entrepreneurs are barraged with urgent issues, and it is easy to lose sight of strategy. Amidst all the pressing things you have to do in building a business, make it a priority to read *Capturing New Markets*. This book gives succinct and powerful advice that can save you immense amounts of time and money while substantially boosting your odds of success.” —Suneet Wadhwa, cofounder of Snapfish.com and Serial Entrepreneur “Wunker has created a valuable tool for anyone seeking to drive meaningful change in a market or an organization. Bridging theory to case studies, he creates effective, practical and actionable advice for those seeking opportunity within change.” —Meredith Baratz, Vice President, Market Solutions, UnitedHealthcare “In fast-moving markets, leaders can never rest. *Capturing New Markets* lays out a clear and convincing route for how big companies can act like nimble entrepreneurs in building new sources of growth.” —Ingrid Johnson, CEO Retail and Business Banking, Nedbank

From the creator of "Developing Innovative Ideas for New Companies," the #1 course in entrepreneurship with over 1,000,000 learners from 175 countries. **IN THE OPPORTUNITY ANALYSIS CANVAS, DR. JAMES V. GREEN SHARES HOW TO BECOME MORE EFFECTIVE IN IDENTIFYING AND ANALYZING ENTREPRENEURIAL OPPORTUNITIES, AND BUILDING SUSTAINABLY COMPETITIVE COMPANIES.** Why are entrepreneurs successful? How can we understand and develop our thinking to be better entrepreneurs? What are the keys to developing winning entrepreneurial ideas? Distilling vast amounts of research in psychology, sociology, and economics into a practical how-to guide for aspiring and active entrepreneurs, Dr. Green presents a whole new understanding of entrepreneurial mindset and action. At its core, *The Opportunity Analysis Canvas* contains a powerful argument that anyone can be a successful entrepreneur by thoughtfully examining themselves and the business opportunity. By harnessing these insights, we can transform our ideas into businesses that are lasting successes. DR. JAMES V. GREEN, an award-winning educator at the University of Maryland, leads the education activities of the Maryland Technology Enterprise Institute (Mtech) in the A. James Clark School of Engineering. As its Director of Entrepreneurship Education, he leads undergraduate and graduate courses in entrepreneurship, innovation, and technology commercialization. With more than twenty publications to his credit, he is a thought leader in entrepreneurship education.

Nominated for a Small Business Marketing Book award!. You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do? Collecting and analysing the messaging and strategies the leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after sign-up. Each companies strategy is broken down and presented in an easy to use and understand visual guide. 30 days to sell is a must buy if you are looking to automate and improve new customer conversion. This book covers: Activation campaigns from the worlds leading web companies. Easy reference guide - what message to send and when. Full page examples of each marketing message. Steal ideas from successful entrepreneurs, marketers and growth hackers. Two new bonus chapters showcasing more activation campaigns. "Blazingly original, wry, and perfectly attuned to the oddness—and the profundity—of life" (Cristina Henríquez), Claire Luchette's debut, *Agatha of Little Neon*, is a novel about yearning and sisterhood, figuring out how you fit in (or don't), and the unexpected friends who help you find your truest self Agatha has lived every day of the last nine years with her sisters: they work together, laugh together, pray together. Their world is contained within the little house they share. The four of them are devoted to Mother Roberta and to their quiet, purposeful life. But when the parish goes broke, the sisters are forced to move. They land in Woonsocket, a former mill town now dotted with wind turbines. They take over the care of a halfway house, where they live alongside their charges, such as the jawless Tim Gary and the headstrong Lawnmower Jill. Agatha is forced to venture out into the world alone to teach math at a local all-girls high school, where for the first time in years she has to reckon all on her own with what she sees and feels. Who will she be if she isn't with her sisters? These women, the church, have been her home. Or has she just been hiding? Disarming, delightfully deadpan, and full of searching, Claire Luchette's *Agatha of Little Neon* offers a view into the lives of women and the choices they make.

"Implement the green strategies outlined in Dan Esty's and Andrew Winston's bestseller *Green to Gold*" Hard-nosed business advice for gaining competitive advantage through sustainability action in buildings and operations, information technology, product design, sourcing, manufacturing, logistics and transportation, marketing, accounting, and other key business functions Whether you are a climate change skeptic or an environmentalist, sustainability issues cannot be ignored in today's corporate world. With rising energy and natural resource costs, intensified regulations, investor pressures, and a growing demand for environmentally friendly products, sustainability is no longer an option—it's a business imperative. Unlike many green business books, the *Playbook* skips the environmental ideology and deals exclusively with tools and strategies that have been shown to cut costs, reduce risks, drive revenues, and build brand identity. Builds on Dan Esty and Andrew Winston's prizewinning *Green to Gold*, which has become a business classic and a staple of management training across the world. Shows in detail how each business function or department can achieve an eco-advantage over the competition Offers frameworks, checklists, and action plans applicable to any business—big or small, in manufacturing or services *The Green to Gold Business Playbook* gives you the tools to make green work-and work profitably-for your business.

From the Publishers Weekly review: "Two experts from Yale tackle the business wake-up-call du jour-environmental responsibility-from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though "no company the authors know of is on a truly long-term sustainable course," Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies *WaveMakers* and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys-watchdogs and industry associations, mostly-working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here:

from global warming to electronic waste "take-back" legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought. "

The surprising and compelling story of two rival geniuses in an all-out race to decode one of the world's most famous documents—the Rosetta Stone—and their twenty-year-long battle to solve the mystery of ancient Egypt's hieroglyphs. The Rosetta Stone is one of the most famous objects in the world, attracting millions of visitors to the British museum every year, and yet most people don't really know what it is. Discovered in a pile of rubble in 1799, this slab of stone proved to be the key to unlocking a lost language that baffled scholars for centuries. Carved in ancient Egypt, the Rosetta Stone carried the same message in different languages—in Greek using Greek letters, and in Egyptian using picture-writing called hieroglyphs. Until its discovery, no one in the world knew how to read the hieroglyphs that covered every temple and text and statue in Egypt. Dominating the world for thirty centuries, ancient Egypt was the mightiest empire the world had ever known, yet everything about it—the pyramids, mummies, the Sphinx—was shrouded in mystery. Whoever was able to decipher the Rosetta Stone, and learn how to read hieroglyphs, would solve that mystery and fling open a door that had been locked for two thousand years. Two brilliant rivals set out to win that prize. One was English, the other French, at a time when England and France were enemies and the world's two great superpowers. The Writing of the Gods chronicles this high-stakes intellectual race in which the winner would win glory for both himself and his nation. A riveting portrait of empires both ancient and modern, this is an unparalleled look at the culture and history of ancient Egypt and a fascinating, fast-paced story of human folly and discovery unlike any other.

This book examines nine companies that are merging social responsibility with wild profitability - and reveals the six factors responsible for their success, including: iconoclastic leadership fueled by deep conviction and a rebellious streak; disruptive innovation that uses sustainability to spur the development of radically better products and services; a higher purpose that ignites the company - when the mission leads, profits follow. This new breed of billion-dollar businesses proves it's possible to achieve enormous success while implementing sustainable principles that help consumers live better lives. Packed with eye-opening research, exclusive interviews, and enlightening examples from Chipotle, Toyota, Unilever, Tesla, General Electric, and more, this book serves as a blueprint for sustainable success that anyone can follow. --

"Stylish, smart, and scary as hell." —Chris Bohjalian, #1 New York Times bestselling author "A nightmarish white-knuckler." —O, The Oprah Magazine Oliver Park, a recovering addict from Indiana, finally has everything he ever wanted: sobriety and a loving, wealthy partner in Nathan, a prominent DC trauma surgeon. Despite their difference in age and disparate backgrounds, they've made a perfect life together. With everything to lose, Oliver shouldn't be visiting Haus, a gay bathhouse. But through the entrance he goes, and it's a line crossed. Inside, he follows a man into a private room, and it's the final line. Whatever happens next, Nathan can never know. But then, everything goes wrong, terribly wrong, and Oliver barely escapes with his life. He races home in full-blown terror as the hand-shaped bruise grows dark on his neck. The truth will destroy Nathan and everything they have together, so Oliver does the thing he used to do so well: he lies. What follows is a classic runaway-train narrative, full of the exquisite escalations, edge-of-your-seat thrills, and oh-my-god twists. P. J. Vernon's Bath Haus is a scintillating thriller with an emotional punch, perfect for readers curious for their next must-read novel.

THE INSTANT #1 NEW YORK TIMES BESTSELLER "Sparkling with mystery, humor and the uncanny, this is a fun read. But beneath its effervescent tone, more complex themes are at play." —San Francisco Chronicle In his wildly entertaining debut novel, Hank Green—cocreator of Crash Course, Vlogbrothers, and SciShow—spins a sweeping, cinematic tale about a young woman who becomes an overnight celebrity before realizing she's part of something bigger, and stranger, than anyone could have possibly imagined. The Carls just appeared. Roaming through New York City at three a.m., twenty-three-year-old April May stumbles across a giant sculpture. Delighted by its appearance and craftsmanship—like a ten-foot-tall Transformer wearing a suit of samurai armor—April and her best friend, Andy, make a video with it, which Andy uploads to YouTube. The next day, April wakes up to a viral video and a new life. News quickly spreads that there are Carls in dozens of cities around the world—from Beijing to Buenos Aires—and April, as their first documentarian, finds herself at the center of an intense international media spotlight. Seizing the opportunity to make her mark on the world, April now has to deal with the consequences her new particular brand of fame has on her relationships, her safety, and her own identity. And all eyes are on April to figure out not just what the Carls are, but what they want from us. Compulsively entertaining and powerfully relevant, An Absolutely Remarkable Thing grapples with big themes, including how the social internet is changing fame, rhetoric, and radicalization; how our culture deals with fear and uncertainty; and how vilification and adoration spring for the same dehumanization that follows a life in the public eye. The beginning of an exciting fiction career, An Absolutely Remarkable Thing is a bold and insightful novel of now.

An unstoppable business revolution is under way--and it is Agile. Sparking dramatic improvements in quality, innovation, and speed-to-market, the Agile movement has helped companies both large and small learn to connect everyone and everything . . . all the time. With rapidly evolving consumer needs and technology that is being updated quicker than ever before, businesses are recognizing how vitally essential it is to adapt. And adapt quickly. The Agile movement enables a team, unit, or enterprise to nimbly acclimate and upgrade products and services to meet these constantly changing needs. Filled with examples from every sector, The Age of Agile helps readers:• Master the three laws of Agile Management (team, customer, network)• Embrace the new mindset• Overcome constraints• Employ meaningful metrics• Make the entire organization Agile• And more! Companies don't need to be born Agile. With the groundbreaking formulas laid out in this book, even global giants can learn to act entrepreneurially. Your company's future may depend on it!

Science Fiction on an epic scale. A generations long saga that tells the story of "the new dawn of time." 2000 years in the future, the earth, as we know it, is gone. What remains is more like the moon - harsh and barren and yet strangely beautiful. A new world - where all life is alien. Though humans still reign, nature as we know it is long gone and totally forgotten. Now, only one man remembers as it once was. He has made it his mission to save the world. But he must destroy mankind to do it...

Increasingly, business leaders are tasked with developing new products, services, and business models that minimize environmental impact while driving economic growth. It's a tall order—and a call that is only getting louder. In Can Business Save the Earth?, Michael Lenox and Aaron Chatterji explain just how the private sector can help. Many believe that markets will inevitably demand sustainable practices and force them to emerge. But Lenox and Chatterji see it differently. Based on more than a decade of research and work with companies, they argue that a bright green future is only possible with dramatic innovation across multiple sectors at the same time. To achieve this, a broader ecosystem of players—including inventors, executives, customers, investors, activists, and governments—all must play a role. The book outlines how and the extent to which each group can serve as a driver of green growth. Then, Lenox and Chatterji identify where economic incentives currently exist, or could exist with institutional change, and ultimately address the larger question of how far well-coordinated efforts can take us in addressing the current environmental crisis.

A Wall Street Journal Business Bestseller: This "vivid" inside story of WeWork and its CEO tells the remarkable saga of one of the most audacious, and improbable, rises and falls in American business history (Ken Auletta). Christened a potential savior of Silicon Valley's startup culture, Adam Neumann was set to take WeWork, his office share company disrupting the commercial real estate market, public, cash out on the company's forty-seven billion dollar valuation, and break the string of major startups unable to deliver to shareholders. But as employees knew, and investors soon found out, WeWork's capital was built on promises that the company was more than a real estate

purveyor, that in fact it was a transformational technology company. Veteran journalist Reeves Weideman dives deep into WeWork and its CEO's astronomical rise, from the marijuana and tequila-filled board rooms to cult-like company summer camps and consciousness-raising with Anthony Kiedis. *Billion Dollar Loser* is a character-driven business narrative that captures, through the fascinating psyche of a billionaire founder and his wife and co-founder, the slippery state of global capitalism. A Wall Street Journal Business Bestseller "Vivid, carefully reported drama that readers will gulp down as if it were a fast-paced novel" (Ken Auletta)

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives. Colin started at Amazon in 1998; Bill joined in 1999. In *Working Backwards*, these two long-serving Amazon executives reveal and codify the principles and practices that drive the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them, much of it in the early aughts—a period of unmatched innovation that brought products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services to life—Bryar and Carr offer unprecedented access to the Amazon way as it was refined, articulated, and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels and reveal how the company's culture has been defined by four characteristics: customer obsession, long-term thinking, eagerness to invent, and operational excellence. Bryar and Carr explain the set of ground-level practices that ensure these are translated into action and flow through all aspects of the business. *Working Backwards* is a practical guidebook and a corporate narrative, filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how it has affected their personal and professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time.

For MBA level Marketing Management and/or Marketing Strategy courses, or a capstone undergraduate marketing course. Strategic, applied, and performance-oriented. While most textbooks in this area stress concepts and theory, *Market-Based Management, 4e*, incorporates a more strategic and applied approach. External performance metrics of a business are emphasized and actual measurement tools are provided. Its streamlined organization makes it ideal for courses in which outside cases and readings will be assigned.

Companies are forever being more creative in their branding strategies, building identities ranging from the warm-and-fuzzy to the ultra-cool and edgy. But it seems that many of these enterprises forgot that a brand, at its heart, is a promise to deliver. If the brand experience does not live up to that promise, customers will take their business elsewhere. *Brand Real* is a business strategy guide for making a brand's promise stand up at every customer touch point. Packed with proven, repeatable management practices, the book shows how to establish a clean brand architecture while avoiding the needless complexity that has tripped up many promising companies. Author Laurence Vincent presents cautionary tales of supposed brand superstars as well as instructive case studies of genuine brand giants like American Express, Apple, Cisco, Google, Qualcomm, Virgin, and others. Readers will learn how to connect the outward-facing elements of their brands—logos, advertising, imagery, communications—directly to the core elements of business strategy and forge a powerful and lasting connection with their customers.

Great companies don't just depend on strategies—they depend on people. The more great people on your team, the more successful your organization will be. But that's easier said than done. Statistically, half of all employment decisions result in a mishire: The wrong person winds up in the wrong job. But companies that have followed Bradford Smarts' advice in *Topgrading* have boosted their successful hiring rate to 90 percent or better, giving them an unbeatable competitive advantage. Now Smart has fully revised his 1999 management classic to reintroduce the topgrading concept, which works for companies large and small in any industry. The author spells out his practical approach to finding and managing A-level talents as well as coaching B players to turn them into A players. He provides intriguing case studies drawn from more than four thousand in-depth interviews. As Smart writes in his introduction, "All organizations, all businesses live or die mostly on their talent, and any manager who fails to topgrade is nuts, or a C player. . . . Those who, way deep down, would sooner see an organization die than nudge an incompetent person out of a job should not read this book... Topgrading is for A players and all those aspiring to be A players. On the web:

<http://www.topgrading.com/>

In her first novel since *The Quick and the Dead* (a finalist for the Pulitzer Prize), the legendary writer takes us into an uncertain landscape after an environmental apocalypse, a world in which only the man-made has value, but some still wish to salvage the authentic. "She practices ... camouflage, except that instead of adapting to its environment, Williams's imagination, by remaining true to itself, reveals new colorations in the ecology around her." —A.O. Scott, *The New York Times Book Review* Kristen is a teenager who, her mother believes, was marked by greatness as a baby when she died for a moment and then came back to life. After Kristen's failing boarding school for gifted teens closes its doors, and she finds that her mother has disappeared, she ranges across the dead landscape and washes up at a "resort" on the shores of a mysterious, putrid lake the elderly residents there call "Big Girl." In a rotting honeycomb of rooms, these old ones plot actions to punish corporations and people they consider culpable in the destruction of the final scraps of nature's beauty. What will Kristen and Jeffrey, the precocious ten-year-old boy she meets there, learn from this "gabby seditious lot, in the worst of health but with kamikaze hearts, an army of the aged and ill, determined to refresh, through crackpot violence, a plundered earth"? Rivetingly strange and beautiful, and delivered with Williams's searing, deadpan wit, *Harrow* is their intertwined tale of paradise lost and of their reasons—against all reasonableness—to try and recover something of it.

The Pastor's Daughter -- Against the Tide -- Leipzig -- Berlin -- 1989 -- The Apprentice -- To the Chancellery at Last -- Her First American President -- Dictators -- The Private Chancellor -- Limited Partners -- Europe is Speaking German Now -- "Get me Angela on the Phone" -- The Summer of Reem -- The Worst of Times -- Enter Trump -- Something Has Changed in Our Country... -- A Partner at Last? -- Toward the End.

An enlightening narrative exploring an oft-overlooked aspect of the sixteenth president's life, *An American Marriage*

reveals the tragic story of Abraham Lincoln's marriage to Mary Todd. Abraham Lincoln was apparently one of those men who regarded "connubial bliss" as an untenable fantasy. During the Civil War, he pardoned a Union soldier who had deserted the army to return home to wed his sweetheart. As the president signed a document sparing the soldier's life, Lincoln said: "I want to punish the young man—probably in less than a year he will wish I had withheld the pardon." Based on thirty years of research, *An American Marriage* describes and analyzes why Lincoln had good reason to regret his marriage to Mary Todd. This revealing narrative shows that, as First Lady, Mary Lincoln accepted bribes and kickbacks, sold permits and pardons, engaged in extortion, and peddled influence. The reader comes to learn that Lincoln wed Mary Todd because, in all likelihood, she seduced him and then insisted that he protect her honor. Perhaps surprisingly, the 5'2" Mrs. Lincoln often physically abused her 6'4" husband, as well as her children and servants; she humiliated her husband in public; she caused him, as president, to fear that she would disgrace him publicly. Unlike her husband, she was not profoundly opposed to slavery and hardly qualifies as the "ardent abolitionist" that some historians have portrayed. While she provided a useful stimulus to his ambition, she often "crushed his spirit," as his law partner put it. In the end, Lincoln may not have had as successful a presidency as he did—where he showed a preternatural ability to deal with difficult people—if he had not had so much practice at home.

The Great Escape for the Great War: the astonishing true story of two World War I prisoners who pulled off one of the most ingenious escapes of all time. "Fox unspools Jones and Hill's delightfully elaborate scheme in nail-biting episodes that advance like a narrative Rube Goldberg machine."—The New York Times Book Review Imprisoned in a remote Turkish POW camp during World War I, having survived a two-month forced march and a terrifying shootout in the desert, two British officers, Harry Jones and Cedric Hill, join forces to bamboozle their iron-fisted captors. To stave off despair and boredom, Jones takes a handmade Ouija board and fakes elaborate séances for his fellow prisoners. Word gets around, and one day an Ottoman official approaches Jones with a query: Could Jones contact the spirit world to find a vast treasure rumored to be buried nearby? Jones, a trained lawyer, and Hill, a brilliant magician, use the Ouija board—and their keen understanding of the psychology of deception—to build a trap for their captors that will ultimately lead them to freedom. A gripping nonfiction thriller, *The Confidence Men* is the story of one of the only known con games played for a good cause—and of a profound but unlikely friendship. Had it not been for "the Great War," Jones, the Oxford-educated son of a British lord, and Hill, a mechanic on an Australian sheep ranch, would never have met. But in pain, loneliness, hunger, and isolation, they formed a powerful emotional and intellectual alliance that saved both of their lives. Margalit Fox brings her "nose for interesting facts, the ability to construct a taut narrative arc, and a Dickens-level gift for concisely conveying personality" (Kathryn Schulz, New York) to this tale of psychological strategy that is rife with cunning, danger, and moments of high farce that rival anything in *Catch-22*.

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