

## Wall Street Journal Subscription Deal

A USA Today bestseller! Companies like Netflix, Spotify, and Salesforce are just the tip of the iceberg for the subscription model. The real transformation--and the real opportunity--is just beginning. Subscription companies are growing nine times faster than the S&P 500. Why? Because unlike product companies, subscription companies know their customers. A happy subscriber base is the ultimate economic moat. Today's consumers prefer the advantages of access over the hassles of maintenance, from transportation (Uber, Surf Air), to clothing (Stitch Fix, Eleven James), to razor blades and makeup (Dollar Shave Club, Birchbox). Companies are similarly demanding easier, long-term solutions, trading their server rooms for cloud storage solutions like Box. Simply put, the world is shifting from products to services. But how do you turn customers into subscribers? As the CEO of the world's largest subscription management platform, Tien Tzuo has helped hundreds of companies transition from relying on individual sales to building customer-centric, recurring-revenue businesses. His core message in *Subscribed* is simple: Ready or not, excited or terrified, you need to adapt to the Subscription Economy -- or risk being left behind. Tzuo shows how to use subscriptions to build lucrative, ongoing one-on-one relationships with your customers. This may require reinventing substantial parts of your company, from your accounting practices to your entire IT architecture, but the payoff can be enormous. Just look at the case studies: \* Adobe

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transitions from selling enterprise software licenses to offering cloud-based solutions for a flat monthly fee, and quadruples its valuation. \* Fender evolves from selling guitars one at a time to creating lifelong musicians by teaching beginners to play, and keeping them inspired for life. \* Caterpillar uses subscriptions to help solve problems -- it's not about how many tractors you can rent, but how much dirt you need to move. In *Subscribed*, you'll learn how these companies made the shift, and how you can transform your own product into a valuable service with a practical, step-by-step framework. Find out how you can prepare and prosper now, rather than trying to catch up later.

Traces the history of money and discusses stocks, bonds, mutual funds, futures, and options.

Instant Wall Street Journal Bestseller! You don't need to be Ivy League educated, have money, be creative, or even have an idea to get rich. You just need to be willing to break the rules. At nineteen, I founded a software company with \$119 in my bank account. Five years later, it was valued at \$10.5 million. I don't consider myself exceptionally brilliant. I just realized something few people know: You don't need lots of money or an original idea to get really rich. Now, I make more than \$100,000 in passive income every month, while also running my own private equity firm and hosting *The Top Entrepreneurs* podcast, which has more than 10 million downloads. This book will show you how I went from college dropout to member of the New Rich. And I'm holding nothing back. You'll see my tax returns, my profit and loss statements, my email negotiations when buying

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and selling companies. It's time to forget your grandfather's advice. I'll teach you how to be a modern opportunist--investor, entrepreneur, or side hustler--by breaking these four golden rules of the old guard:

1.Focus on one skill: Wrong. Don't cultivate one great skill to get ahead. In today's business world, success goes to the multitaskers. 2.Be unique: Wrong. The way to get rich is not by launching a new idea but by aggressively copying others and then adding your own twist. 3.Focus on one goal: Wrong. Focus instead on creating a system to produce the outcome you want, not just once, but over and over again. 4.Appeal to the masses: Wrong. The masses are broke (\$4k average net worth in America?). Let others cut a trail through the jungle so you can peacefully walk in and capitalize on their hard work. By rejecting these defunct rules and following my unconventional path, you can copy other people's ideas shamelessly, bootstrap a start-up with almost no funding, invest in small local businesses for huge payoffs, and reap all the benefits.

The conservative, thoughtful, thrifty investor's guide to building a real-estate empire. Profitable real-estate investing opportunities exist everywhere as long as you know what to look for and understand how to make prudent deals that transform property into profits. David Crook, of The Wall Street Journal, shows how to make safe and sane investments that ensure a good night's sleep as your real-estate portfolio grows, your properties appreciate and your income increases. The Wall Street Journal Complete Real-Estate Investing Guidebook offers the most authoritative information on: • Why real-

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estate investing is a great wealth-building alternative to stocks and bonds and why it's crucial that you avoid get-rich schemes • How to get the financing and make the contacts to get started • How to start small and local, be hands-on and go step-by-step with a vacation home to rent out, a pure rental property or a small apartment building • How to find and value great properties, do the numbers and ensure you have that beautiful thing called cash flow • How the government blesses real-estate investors with tax breaks and loopholes, and how you can be one of the anointed • How to deal with the nuts-and-bolts of being a landlord and have a strife-free relationship with your tenants

In more than five decades as a reporter, editor and publisher, Peter Osnos has had an especially good view of momentous events and relationships with some of the most influential personalities of our time. As a young journalist for I.F. Stone's Weekly, one of the leading publications of the turbulent 1960s and in 18 years at The Washington Post, he covered the war in Vietnam and Cambodia, the Soviet Union at the height of Kremlin power, Washington D.C. as National Editor, "Swinging London" in the 60s and Thatcher's Britain in the 1980s. At Random House and the company he founded, PublicAffairs, he was responsible for books by four presidents -Carter, Clinton, Obama and Trump; celebrated Washington figures including Robert McNamara, House Speaker Tip O'Neill and Vernon Jordan, first ladies Rosalynn Carter and Nancy Reagan, the billionaire George Soros, basketball superstars Kareem Abdul Jabbar and Magic Johnson, legendary

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spies, political dissidents and the writers, Molly Ivins and Peggy Noonan, among many others. In this unusually wide-ranging memoir, Osnos uses a reporter's skills to portray historic events and encounters beginning with his parents' extraordinary World War II experiences escaping Europe to India, where he was born, to the present day. He shares unique portraits of the famous people he worked with and an insider's perspective of the news and publishing businesses. As he charts the evolution of his career and recent history, he also explores the influence and impact of family, character, curiosity, luck, resilience, a well-pressed suit and some unexpected wrinkles. Also featuring a "virtual attic" of photographs.

This book is about how the Wall Street Journal's opinion pages became the leading forum for the discussion of political and economic policies in the US. The Wall Street Journal also is international, with print editions in Europe and Asia, translated supplements in many foreign newspapers and online products available globally. The opinions on its pages are thus also part of an international debate. This book goes back to the original editorials of Charles Dow and his beliefs in political and economic freedom, to explain how the Journal attained such prominence and influence.

Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That's why there is no better resource than The Wall Street Journal Complete Small Business

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Guidebook, a practical guide for turning your entrepreneurial dreams into a successful company, from America's most trusted source of financial advice. It answers would-be business owners' biggest question—how do I fund my venture?—then explains the mechanics of building, running and growing a profitable business. You'll learn:

- How to write a winning business plan
- Secrets to finding extra money during the lean years and beyond
- Ways to keep your stress in check while maintaining a work/life balance
- How to manage your time, including taking vacations and dealing with sick days
- Strategies for keeping your business running smoothly—from investing in technology to hiring the right people
- Marketing and management basics
- When angel investors or venture capital might be an appropriate way to grow
- How to execute your exit strategy

Running the show may not always be easy, but the rewards can be tremendous. You may be on the job 24/7, but you have the freedom to call the shots, to hire whomever you want, to work when you want and to take your business as far as you want to go.

From America's most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we'll be able to live in the future.

Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and,

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ultimately, retirement. From The Wall Street Journal, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you'll become a better steward of your own money, today and in the future. Consider The Wall Street Journal Complete Personal Finance Guidebook your cheat sheet to the finances of your life. This book will help you:

- Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more
- Establish realistic budgets and savings plans
- Develop an investment strategy that makes sense for you
- Make the right financial decisions about real estate
- Plan for retirement intelligently

Also available—the companion to this guidebook: The Wall Street Journal Personal Finance Workbook, by Jeff D. Opdyke Get your financial life in order with help from The Wall Street Journal. Look for:

- The Wall Street Journal Complete Money and Investing Guidebook
- The Wall Street Journal Complete Identity Theft Guidebook
- The Wall Street Journal Complete Real Estate Investing Guidebook

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint. Unravel the Mysteries of the Financial Markets—the Language, the Players, and the Strategies for Success Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, The

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Wall Street Journal Complete Money and Investing Guidebook provides investors with a simple—but not simplistic—grounding in the world of finance. It breaks down the basics of how money and investing work, explaining:

- What must-have information you need to invest in stocks, bonds, and mutual funds
- How to see through the inscrutable theories and arcane jargon of financial insiders and advisers
- What market players, investing strategies, and money and investing history you should know
- Why individual investors should pay attention to the economy

Written in a clear, engaging style by Dave Kansas, one of America's top business journalists and editor of The Wall Street Journal Money & Investing section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from The Wall Street Journal. Look for:

- The Wall Street Journal Complete Personal Finance Guidebook
- The Wall Street Journal Personal Finance Workbook
- The Wall Street Journal Complete Real Estate Investing Guidebook

As you think about retirement, you've got facts to face, planning to do, decisions to make and numbers to crunch. With the experts at The Wall Street Journal to guide you, you'll learn how to tailor a financial plan for the lifestyle you want.

- Answers your biggest question—How big does my nest egg need to be?—by linking it to your particular hopes for how you want to spend your days in retirement
- Shows how to translate your dreams and interests into daily activities, whether traveling, opening a business, volunteering or going back to school
- Provides a timeline for decisions to make and steps to take ten years, five years and one year before you retire
- Offers tips on investing wisely and working with the right financial adviser
- Tells you how to maximize your benefits from Social Security and Medicare
- Guides you

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through the intricacies of 401(k)s, IRAs, annuities and other financial tools and resources Today, the average person can expect to spend two decades in retirement—why leave it to chance? For all of its changes and challenges, a well-planned retirement could very well be the best part of your life.

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change While working at the Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch's kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch's crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is—maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power. American law assumes that individuals are autonomous, defined by their capacity to choose, and not obligated to each other. But our bodies make us vulnerable and dependent, and the law leaves the weakest on their own. O. Carter Snead argues for a paradigm that recognizes embodiment, enabling law and policy to provide for the care that people need.

Mickey Haller has fallen on tough times. He expands his business into foreclosure defense, only to see one of his clients accused of killing the banker she blames for trying to take away her home. Mickey puts his team into high gear to exonerate Lisa Trammel, even though the evidence and his own suspicions tell him his client is guilty. Soon after he

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learns that the victim had black market dealings of his own, Haller is assaulted, too--and he's certain he's on the right trail. Despite the danger and uncertainty, Haller mounts the best defense of his career in a trial where the last surprise comes after the verdict is in. Connelly proves again why he "may very well be the best novelist working in the United States today" (San Francisco Chronicle).

The Wall Street Journal Essential Guide to Management offers "Lasting Lessons from the Best Leadership Minds of Our Time." Compiled by Alan Murray, Deputy Managing Editor of the Wall Street Journal, this is the definitive guide to how to be a successful manager from the world's most respected business publication—an indispensable handbook for new managers and veterans alike, providing solid business strategies to help them put their best ideas to work. A financial expert provides investors with a fundamental introduction to the world of money and investing; identifying market players, strategies, and theories; and covering such topics as stocks, bonds, mutual funds, and retirement planning.

A comprehensive guide to money management provides organized, up-to-date information and advice that highlights major age groups and addresses such topics as building a stock portfolio, taxes, managing debt, loans, and lines of credit.

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak?

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The key to answering these questions, and many more, is big data. “Big data” refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven’t even done yet, based on big data’s ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. [www.big-data-book.com](http://www.big-data-book.com)

The definitive guide for Main Street readers who want to make sense of what’s happening on Wall Street, and better understand how we got here and what we need to know to in days to come. Written by seasoned financial writer Dave Kansas, this official Wall Street Journal guide will be filled with practical information, revealing what the crisis means for reader’s financial lives, and what steps they should be taking now to inform and protect themselves.

Your Road to Lifelong Financial Independence It’s about

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time you felt empowered to better manage your money because—in tough economic times more than ever—your financial freedom depends on making smart choices. But it's hard to know where to begin, especially when you're just starting out. And of course, it only gets more complicated as you go through life: How do you establish good credit? Do you buy or rent? What kinds of health coverage do you really need? How do you actually stay afloat in an uncertain market? The Wall Street Journal Guide to Starting Your Financial Life gets you off on the right financial foot, from tackling everyday choices like cell-phone plans and pet ownership to big decisions such as smart investment strategies and buying a car or a house. You'll learn:

- How to open your first checking and savings accounts, get your first credit card, and establish good credit
- The ins and outs of starting a job, including information about taxes, choosing health insurance options, and saving for retirement
- How to budget for big purchases and expenses, such as paying off student loans, buying a car, and affording your housing
- Strategies for buying the little things you want and need without going broke
- The basics of investing, how to manage an inheritance, and the documents you need to protect your assets

This valuable resource puts you in the driver's seat, so you will be in control of your money and on your way to achieving lifelong financial independence across any economic terrain.

**Your Map for a Brave New Real-Estate World** The days of real-estate mania—when you really couldn't go wrong with buying a home, then selling it in a few years for a lot more than you paid for it—are over. Inflated prices and

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the “subprime” mortgage crisis have finally burst the bubble. Now, more than ever, it’s important for current and prospective home buyers to understand just what they’re getting into when they take that plunge—and to think smarter when it comes to making the most of their biggest asset. The Wall Street Journal. Complete Home Owner’s Guidebook shows readers how to become savvy home buyers—and eventually owners—not only in this new, uncertain era but in any market:

- Understand the benefits and pitfalls of owning versus renting
- Make sense of the housing market—ask the important questions, factor in the unforeseen costs, and explode the big myths of home ownership
- Take advantage of current opportunities if you’re a first-time home buyer
- Overcome the challenges if you’re looking to trade up or cash out on your home for retirement
- Make the best profit on your home in any market
- Understand why your home—your number one asset—really isn’t such a great investment

From the Trade Paperback edition.

This book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time. From the surge of ebooks to the self-publishing explosion and the growing popularity of audiobooks, *Book Wars* provides a comprehensive and fine-grained account of technological disruption in one of our most important and successful creative industries. Like other sectors, publishing has been thrown into disarray by the digital revolution. The foundation on which this industry had been based for 500 years – the packaging and sale of words and images in the form of printed books – was called into question by

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a technological revolution that enabled symbolic content to be stored, manipulated and transmitted quickly and cheaply. Publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs. The old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants, including powerful new tech giants who saw the world in very different ways. The book wars had begun. While ebooks were at the heart of many of these conflicts, Thompson argues that the most fundamental consequences lie elsewhere. The print-on-paper book has proven to be a remarkably resilient cultural form, but the digital revolution has transformed the industry in other ways, spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms. Most important of all, it has transformed the broader information and communication environment, creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age. This unrivalled account of the book publishing industry as it faces its greatest challenge since Gutenberg will be essential reading for anyone interested in books and their future.

Shows how to use the Journal to understand the business cycle, federal fiscal policy, the stock market, and international transactions

Everything you thought you knew about saving, managing risk, and securing your financial future has changed. The world is very different in the wake of the

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biggest financial crisis since the Great Depression. Retirement accounts have been eviscerated, risk appetites diminished, and questions raised about age-old personal finance strategies such as "buy and hold" and the efficacy of relying heavily on stock mutual funds. In *The Wall Street Journal Guide to the New Rules of Personal Finance*, Dave Kansas offers guidelines for understanding the new regulations for finance firms, the rising importance of international investing, and the very different environment that now exists for home buyers. With valuable chapters on debt reduction, diversification, retirement planning, real estate, commodities, and other vital topics, this essential volume is designed to help the individual determine which tenets of an investing strategy remain sound and which deserve re-examination. It is the ultimate guide to profitably investing your money in a world that has fundamentally changed.

For more than sixty years, *The Wall Street Journal* has prided itself not just on its serious journalism, but also on the whimsical and arcane stories that amuse and delight its readers. In that regard, animal stories have proven to be the most beloved of all. Now, veteran *Journal* reporter and Page One editor Ken Wells gathers the finest, funniest, and most fascinating of these animal tales in one exceptional book. Here are lighthearted, witty stories of breakthroughs in goldfish surgery, the untiring efforts of British animal lovers who guide lovesick toads across dangerous motorways, and the quest to tame doggy anxieties by prescribing the human pacifier

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Prozac. Other pieces reflect on mankind's impact on the animal kingdom: a close-up look at the nascent fish-rights movement, the retirement of U.S. Air Force chimpanzees that once soared through space, and ongoing scientific efforts to defeat that most hardy enemy -- the cockroach. Each of these fifty-odd stories -- from the outlandish to the poignant -- exemplifies the superb feature writing that makes The Wall Street Journal one of America's best-written newspapers. This charming and utterly captivating collection will be a joy not only to animal lovers, but to all those who appreciate artful storytelling by writers who are obviously having a wonderful time spinning the tales.

Wall Street Journal reporter Daniel Pearl became the focus of international concern when he was kidnapped by Islamic extremists in Pakistan while investigating a story. News of his brutal murder in February 2002 was universally denounced, a tragic loss of a good man and a compassionate journalist who was at home anywhere in the world. *At Home in the World* celebrates Pearl's life through 50 of his best stories. Edited by his longtime friend and colleague, Helene Cooper, *At Home in the World* gives testimony to Mr. Pearl's extraordinary skill as a writer and to his talent for friendship and collaboration. With datelines from the United States and abroad, the articles showcase a dogged reporter who never lost sight of the humanity behind the

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news. A foreword by his widow, Mariane Pearl, and a contribution by his father, Judea Pearl, celebrate his desire to change the world, his basic decency and fair-mindedness and his sense of fun and love of family. Mr. Pearl's eye for quirky stories -- many of which appeared in the Journal's iconic "middle column" -- and his skill in tracking leads, uncovering wrongdoing and making friends of strangers of all backgrounds and cultures are apparent throughout this carefully assembled collection. The selections range from child beauty pageants in the South to the making of the world's largest Persian rug to the Taliban's exploitation of a gemstone market in order to fund terrorism. Anecdotes from friends and colleagues in the introduction to each section provide background, context and a glimpse of his life at the Journal. *At Home in the World* keeps alive Daniel Pearl's spirit through his words and the work that was so important to him.

Congested roads waste commuters' time, cost them money, and degrade the environment. Most Americans agree that traffic congestion is the major problem in their communities—and it only seems to be getting worse. In this revised and expanded edition of his landmark work *Stuck in Traffic*, Anthony Downs examines the benefits and costs of various anticongestion strategies. Drawing on a significant body of research by transportation experts and land-use planners, he counters

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environmentalists and road lobbyists alike by explaining why seemingly simple solutions, such as expanding public transit or expanding roads, have unintended consequences that cancel out their apparent advantages. He argues that while there might be some measurable gains from increasing housing densities, most other land-use strategies have little effect. Indeed, the most powerful solutions, including higher gasoline taxes, increased public funding for transit, and highway tolls, are also the least palatable politically. *Still Stuck in Traffic* contains new material on the causes of congestion, its dynamics, and its relative incidence in various parts of the country. In clear and realistic terms, Downs seeks to explore why traffic congestion has become part of modern American life and how it can be kept under control.

An upcoming book to be published by Penguin Random House.

Perfect for fans of *Scary Stories to Tell in the Dark*! A shiver-inducing collection of short stories to read under the covers, from a breadth of American Indian nations. Dark figures in the night. An owl's cry on the wind. Monsters watching from the edge of the wood. Some of the creatures in these pages might only have a message for you, but some are the stuff of nightmares. These thirty-two short stories -- from tales passed down for generations to accounts that could have happened yesterday -- are collected from

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the thriving tradition of ghost stories in American Indian cultures across North America. Prepare for stories of witches and walking dolls, hungry skeletons, La Llorona and Deer Woman, and other supernatural beings ready to chill you to the bone. Dan SaSuWeh Jones (Ponca Nation) tells of his own encounters and selects his favorite spooky, eerie, surprising, and spine-tingling stories, all paired with haunting art by Weshoyot Alvitre (Tongva). So dim the lights (or maybe turn them all on) and pick up a story...if you dare.

This book seeks to elucidate its subject—the governing of democratic state-by making intelligible the party politics of democracies. Downs treats this differently than do other students of politics. His explanations are systematically related to, and deducible from, precisely stated assumptions about the motivations that attend the decisions of voters and parties and the environment in which they act. He is consciously concerned with the economy in explanation, that is, with attempting to account for phenomena in terms of a very limited number of facts and postulates. He is concerned also with the central features of party politics in any democratic state, not with that in the United States or any other single country.

The reign of Big Tech is here, and Americans' First Amendment rights hang by a keystroke. Amassing unimaginable amounts of personal data, giants like

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Google, Facebook, Amazon, and Apple—once symbols of American ingenuity and freedom—have become a techno-oligarchy with overwhelming economic and political power. Decades of unchecked data collection have given Big Tech more targeted control over Americans' daily lives than any company or government in the world. In *The Tyranny of Big Tech*, Senator Josh Hawley of Missouri argues that these mega-corporations—controlled by the robber barons of the modern era—are the gravest threat to American liberty in decades. To reverse course, Hawley argues, we must correct progressives' mistakes of the past. That means recovering the link between liberty and democratic participation, building an economy that makes the working class strong, independent, and beholden to no one, and curbing the influence of corporate and political elites. Big Tech and its allies do not deal gently with those who cross them, and Senator Hawley proudly bears his own battle scars. But hubris is dangerous. The time is ripe to overcome the tyranny of Big Tech by reshaping the business and legal landscape of the digital world.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth

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\$47 billion-on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

When the “grownup virus” hits, kids who live in the same apartment building must cope with strange new rules and extended time at home with parents and siblings. And they survive brilliantly, each in their own way. Twin boys throw themselves into an independent research assignment on prehistoric people and embrace their own devolution. A budding track star is encouraged to run laps on his balcony by a neighbor who has a secret crush on him. A classroom troublemaker reaches out to a teacher when his own father begins to exhibit signs of mental illness. A young entrepreneur saves himself and his hairdresser mother from financial collapse by renting out the family dog. And a girl finds a way to communicate with her hearing-impaired neighbor so that they can spy on the rest of the building. The stories follow the course of the pandemic, from the early measures through lockdown, as the kids in the building observe the stresses on the adults around them and use their

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own quirky kid ingenuity to come up with ways to make their lives better. Funny, poignant and wise, this book will long outlive even the pandemic. Correlates to the Common Core State Standards in English Language Arts: CCSS.ELA-LITERACY.RL.4.3 Describe in depth a character, setting, or event in a story or drama, drawing on specific details in the text (e.g., a character's thoughts, words, or actions). CCSS.ELA-LITERACY.RL.4.6 Compare and contrast the point of view from which different stories are narrated, including the difference between first- and third-person narrations. CCSS.ELA-LITERACY.RL.5.3 Compare and contrast two or more characters, settings, or events in a story or drama, drawing on specific details in the text (e.g., how characters interact). CCSS.ELA-LITERACY.RL.5.5 Explain how a series of chapters, scenes, or stanzas fits together to provide the overall structure of a particular story, drama, or poem. CCSS.ELA-LITERACY.RL.5.6 Describe how a narrator's or speaker's point of view influences how events are described. CCSS.ELA-LITERACY.RL.6.3 Describe how a particular story's or drama's plot unfolds in a series of episodes as well as how the characters respond or change as the plot moves toward a resolution. CCSS.ELA-LITERACY.RL.6.5 Analyze how a particular sentence, chapter, scene, or stanza fits into the overall structure of a text and contributes to the development of the theme, setting, or plot. CCSS.ELA-LITERACY.RL.6.6 Explain how an author develops the point of view of the narrator or speaker in a text. A ground-breaking exploration of the changing nature of trust and how to bridge the gap from where you are to where you need to be. Trust is the most powerful force underlying the success of every business. Yet it can be shattered in an instant, with a devastating impact on a company's market cap and reputation. How to build and sustain trust requires fresh insight into why customers, employees, community

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members, and investors decide whether an organization can be trusted. Based on two decades of research and illustrated through vivid storytelling, Sandra J. Sucher and Shalene Gupta examine the economic impact of trust and the science behind it, and conclusively prove that trust is built from the inside out. Trust emerges from a company being the “real deal”: creating products and services that work, having good intentions, treating people fairly, and taking responsibility for all the impacts an organization creates, whether intended or not. When trust is in the room, great things can happen. Sucher and Gupta’s innovative foundation for executing the elements of trust—competence, motives, means, impact—explains how trust can be woven into the day-to-day and the long term. Most importantly, even when lost, trust can be regained, as illustrated through their accounts of companies across the globe that pull themselves out of scandal and corruption by rebuilding the vital elements of trust.

An immersive account of the New Deal project that created state-by-state guidebooks to America, in the midst of the Great Depression—and employed some of the biggest names in American letters. The plan was as idealistic as it was audacious—and utterly unprecedented. Take thousands of broke writers and put them to work charting a country on the brink of social and economic collapse, with the aim of producing a rich and beguiling series of guidebooks to the forty-eight states. There would be hundreds of other publications dedicated to cities, regions, and towns, plus voluminous collections of folklore, ex-slave narratives, and even recipes, all of varying quality, each revealing distinct sensibilities. All this fell within the singular purview of the Federal Writers’ Project—a division of the Works Progress Administration founded to employ jobless writers, from bestselling novelists and acclaimed poets to the more

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dubiously qualified. It was a predictably eclectic organization, directed by an equally eccentric man, Henry Alsberg—a disheveled Manhattanite and “philosophical anarchist” who was prone to fits of melancholy as well as bursts of inspiration. Under Alsberg’s direction, the FWP took up the lofty goal of rediscovering America, and soon found itself embroiled in the day’s most heated arguments regarding literary representation, radical politics, and racial inclusion—forcing it to reckon with the promises and failures of both the New Deal and the American experiment itself. Scott Borchert’s *Republic of Detours* tells the story of this raucous and remarkable undertaking by delving into the stories of several key figures and tracing the FWP from its optimistic early days to its dismemberment by the House Committee on Un-American Activities. Along with Alsberg and a cast of New Dealers, we meet Vardis Fisher, the cantankerous Western novelist whose presence on the project proved to be a blessing and a curse; Nelson Algren, broke and smarting from the failure of his first novel, whose job saved him from a potentially grim fate; Zora Neale Hurston, the most published Black woman in the country, whose talents were sought by the FWP’s formally segregated Florida office; and Richard Wright, who arrived in the chaotic New York City office on an upward career trajectory, courtesy of the WPA. Meanwhile, Ralph Ellison, Margaret Walker, John Cheever, and many other future literary stars found sustenance when they needed it. By way of these and a multitude of other stories, Borchert illuminates an essentially noble enterprise that sought to create a broad, inclusive, and collective self-portrait of America at a time when the nation’s very identity and future were thrown into question. As the United States enters a new era of economic distress, political strife, and culture-industry turmoil, this book’s lessons are urgent and strong. In 2000, after the Tribune Company acquired Times Mirror

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Corporation, it comprised the most powerful collection of newspapers in the world. How then did Tribune nosedive in to bankruptcy and public scandal? The Deal from Hell is the riveting narrative in which veteran editor James O'Shea takes us behind the scenes of the decisions that led to that ongoing disaster.

This comprehensive history and analysis of the country's most influential financial newspaper traces its evolution over the past century, profiles the leaders that shaped its course, and examines its organization, policies, and key issues and controversies.

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