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Discover The Secrets Of The Most Successful
Entrepreneurs Of Our Time By George
Berkowski 4 Sep 2014 Paperback Free
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My brother's billionaire best friend is my new boss. The same man who's hated me for years, you ask? Yep, the very one. Nicholas Park has the worst reputation in the city. He isn't a man you befriend-trust me, I've tried.No, he's made it crystal clear what he thinks of me. Vain. Spoiled. Underserving. I could probably continue, but then I'd have to ask Nick for his list, and he'd say no.Courtesy of my brother, Nick reluctantly offers me a consulting job at his firm. He expects me to turn it down, of course.I accept out of spite. Three months of arguments and dark stares. Of sudden, stolen kisses at company parties. The heat between us grows, bursting into a wildfire that threatens to consume me whole.Nick has pushed me away all these years for a reason. For your own good, as he says. I'm not the man for you.But I refuse to

listen. We're done playing it safe. BILLION DOLLAR BEAST is book two of the series SEATTLE BILLIONAIRES but can be read as a complete standalone. Guaranteed to have you fanning yourself, it includes a fiery heroine and a brooding, dark hero. The hilarious New York Times bestseller "sharply observes the lives of globe-trotting, overindulging investment bankers" (Entertainment Weekly). "Some chick asked me what I would do with 10 million bucks. I told her I'd wonder where the rest of my money went." —@GSElevator For three years, the notorious @GSElevator Twitter feed offered a hilarious, shamelessly voyeuristic look into the real world of international finance. Hundreds of thousands followed the account, Goldman Sachs launched an internal investigation, and when the true identity of the man behind it all was revealed, it created a national media sensation—but that's only part of the story. Where @GSElevator captured the essence of the banking elite with curated jokes and submissions overheard by readers, Straight to Hell adds John LeFevre's own story—an unapologetic and darkly funny account of a career as a globe-conquering investment banker spanning New York, London, and Hong Kong. Straight to Hell pulls back the curtain on a world that is both hated and envied, taking readers from the trading floors and roadshows to private planes and after-hours overindulgence. Full of shocking lawlessness, boyish antics, and win-at-all-costs schemes, this is the definitive take on the deviant, dysfunctional, and absolutely excessive world of finance. "Shocking and sordid—and so much fun." —Daily News (New York) "LeFevre's workplace anecdotes include tales of nastiness, sabotage, favoritism, sexism, racism, expense-account padding, and legally questionable collusion." —The New Yorker Praise for The Billion Dollar BET "In a gripping narrative that is both inspirational and cautionary, Brett Pulley tells us how Robert Johnson built Black Entertainment Television into a billion-dollar media empire. In a remarkable feat of reporting, without Johnson's cooperation, Pulley shows what it really takes to get ahead in America today, and in doing so provides as valuable a cultural as business history." --James B. Stewart Pulitzer Prize-winning journalist and bestselling author of DisneyWar, Den of Thieves, and Heart of a Soldier "Like or dislike?

Agree or disagree? Bob Johnson's richly varied and fascinating life presses you against the window that Brett Pulley opens widely." --Bernard Shaw retired CNN anchor "Through his BET network, Bob Johnson reached the pinnacle of capitalism, the billionaire boys club, in the spirit of legions of driven, American moguls . . . Veteran business journalist Brett Pulley peels back the layers of this fascinating and complex entrepreneur." --Teri Agins Senior Special Writer, the Wall Street Journal, and author of *The End of Fashion: How Marketing Changed the Clothing Business Forever*

Did you know that 2019 marked the first time in history that people spent more time on their phones than watching TV? *The Billion Dollar App* tells the story of the apps that have led to this seismic cultural transition. It covers the past decade of the app industry, examining its greatest triumphs and most dramatic failures to explore what makes an app a billion-dollar success. The key to success consists of nine principles, which answer fundamental questions such as: Why did a video-sharing app like Vine fail, while the extremely similar TikTok is thriving? How did "Let's take an Uber" and "Just Venmo me" seamlessly enter our collective lexicon? How did Spotify revolutionize an industry while you've probably never heard of the app Rdio? How do free apps make money while paid apps don't, and why doesn't monetization have one-size-fits-all solutions? But really, we're answering a broader question: How do you make an app that effectively stands out in a crowded field? This book includes no technical jargon, no holier-than-thou lingo - just straightforward discussions. Whether you're a seasoned tech enthusiast or simply curious about the nature of this thriving industry, this book is for you. The true story of Max Butler, the master hacker who ran a billion dollar cyber crime network. The word spread through the hacking underground like some unstoppable new virus: an audacious crook had staged a hostile takeover of an online criminal network that siphoned billions of dollars from the US economy. The culprit was a brilliant programmer with a hippie ethic and a supervillain's double identity. Max 'Vision' Butler was a white-hat hacker and a celebrity throughout the programming world, even serving as a consultant to the FBI. But there was another side to Max. As the black-hat

'Iceman', he'd seen the fraudsters around him squabble, their ranks riddled with infiltrators, their methods inefficient, and in their dysfunction was the ultimate challenge: he would stage a coup and steal their ill-gotten gains from right under their noses. Through the story of Max Butler's remarkable rise, KINGPIN lays bare the workings of a silent crime wave affecting millions worldwide. It exposes vast online-fraud supermarkets stocked with credit card numbers, counterfeit cheques, hacked bank accounts and fake passports. Thanks to Kevin Poulsen's remarkable access to both cops and criminals, we step inside the quiet, desperate battle that law enforcement fights against these scammers. And learn that the boy next door may not be all he seems. The man with the iron will...meets the woman who will change his life! He might be outrageously wealthy, yet all the money in the world couldn't save Leonidas Stathakis from the pain – and guilt – of losing his loved ones. Since then, he's forbidden himself all pleasure in life. Until he meets enchanting innocent Hannah at a lavish party in Greece. That night, Leonidas breaks all his rules as they indulge in red-hot oblivion – with inescapably powerful consequences... "It only took five years for two brothers-in-law to create a billion-dollar, award-winning, take-no-prisoners cannabis company called HEXO. How did they do it? That's the story. From early roadblocks and devastating personal and financial setbacks to explosive growth and some of the biggest cannabis deals in global history, Billion Dollar Start-Up not only recounts the HEXO story but the history of Canada's momentous road to legalization. In this part fast-paced memoir, part high-octane business book, writer and journalist Julie Beun gives us an intimate look at the life of a start-up and the ferocious entrepreneurial drive it takes to succeed--written in real-time, as the story unfolded. Throughout history, there have been fewer than 100 Canadians who have started a company and lived to see it become worth one billion dollars. Adam Miron and Sébastien St-Louis are two of them. This is their story."-- Jace Callaghan has got it made. Between dating hot copper Sabina 'the Bod' Bodanski and a top gig working for casino legend Kevin Honan, life is pretty sweet. Until well-known entrepreneur and conman William Sorley, aka Billion Dollar Bill,

disappears off Manly Beach presumed taken by a shark. Billion Dollar Bill has conveniently gone missing owing millions of dollars, not to mention the small matter of an entire stud of racehorses vanishing into thin air. Hot on the trail, Jace heads to the Hunter Valley to track down the missing gallopers. Despite succumbing to the inevitable distractions of fine wine and pretty girls, Jace soon discovers that Billion Dollar Bill may not be quite as dead in the water as first thought. And that's when things become a complicated. Turns out Jace can take a number when it comes to wanting to wring the slimy bugger's neck. But Jace has a few tricks up his own sleeve, not to mention a few good mates, who are just as handy as him in a tight corner. Things might be hotting up but as Jace likes to say, "Stay frosty!" This book focuses on helping you build a mobile app business that will be worth over a million dollars. The process is divided into three stages - pre-development stage, development stage, and post-development stage. The journey to create a million-dollar business via a mobile app is presented in this book in a formula that is made easy to understand and follow. The book is perfect even for non-technical individuals who have no technical background in mobile app development. You will find the exact roadmap that will lay out what to do before the mobile app development begins, collaborate, and communicate with the development team while the development process is going on. And finally, the post-development chapter takes care of promoting and testing the app to ensure a successful launch and business operation. The book is written in a simple manner without any unnecessary technical jargon making it easy to understand. There are many examples provided wherever necessary to make it easier for the reader to understand concepts better. We expect our readers to replicate the steps and instructions enlisted in the book right away after completing it. You should be able to build a mobile app business that will earn you a million dollars eventually. **The Sunday Times Best Business Book of the Year 2020** 'A satisfying ticktock of the company's rapid rise and crash, culminating in its disastrous I.P.O. in 2019 and Neumann's ouster.' New York Times 'This absorbing book exposes the sheer madness of WeWork: not just its founder

Adam Neumann's extreme hubris, but why so many wiser minds bought into the fairytale.' Sunday Times The inside story of the rise and fall of WeWork, showing how the excesses of its founder shaped a corporate culture unlike any other. _____ In its earliest days, WeWork promised the impossible: to make the workplace cool. Adam Neumann, an immigrant determined to make his fortune in the United States, landed on the idea of repurposing surplus New York office space for the burgeoning freelance class. Over the course of ten years, WeWork attracted billions of dollars from some of the most sought-after investors in the world, while spending it to build a global real estate empire. Based on more than two hundred interviews, Billion Dollar Loser chronicles the breakneck speed at which WeWork's CEO built and grew his company. Culminating in a day-by-day account of the five weeks leading up to WeWork's botched IPO and Neumann's dramatic ouster, Reeves Wiedeman exposes the story of the company's desperate attempt to secure the funding it needed in the final moments of a decade defined by excess. With incredible access and piercing insight into the company, Billion Dollar Loser tells the full, inside story of WeWork and its CEO Adam Neumann who together came to represent the most audacious, and improbable, rise and fall in business. _____ A Sunday Times Best Business Book of the Year Fortune Best Book of the Year New York Times' Books to Watch For in October WIRED Books to Read This Fall Bloomberg's Nonfiction Title to Know this Fall Newsweek's Must Read Fall Nonfiction Publishers Weekly Top Ten for Business & Economics InsideHook's Best Books for October Like John Carreyrou's Bad Blood and Mike Isaac's Super Pumped before it, Billion Dollar Loser traces the turmoil at a startup driven by a charismatic, arrogant founder. 'A frisky dissection of how a rickety real-estate leasing company tricked the world into seeing it as an immensely valuable, society-shifting tech unicorn.' WIRED

****Perfect for fans of the Apple TV show, WeCrashed**** "This book is your chance to learn from others' mistakes." -- Entrepreneur

In the 1960s, IBM CEO Tom Watson called an executive into his office after his venture lost \$10 million. The man assumed he was being fired. Watson told him, "Fired? Hell, I spent \$10 million educating

you. I just want to be sure you learned the right lessons." There are thousands of books about successful companies but virtually none about the lessons to be learned from those that crash and burn. Now Paul Carroll and Chunka Mui draw on research into more than 750 flameouts to reveal the seven biggest reasons for business failure. Whether you're just starting out or already a Fortune 500 giant, App Secrets is for you. App Secrets will show you how to: - Turn Your App Idea into a Million-Dollar Reality - Build Your App Business from the Ground Up and Love What You Do - Escape Your 9-to-5 Job and Live the Life of Your Dreams - Impact the Lives of Millions Across the World - And Lots More... All of the most successful apps, including Candy Crush, Instagram, Airbnb, Uber, and Snapchat incorporate the same fundamental traits. These elements are made easy to understand in what Sean Casto calls "App Secrets," to drive breakout success and achieve explosive growth. App Secrets uncovers how you can use these same strategies that today's fastest growing apps use to create your own Million Dollar or even a Billion Dollar app. You'll discover why some die and others succeed so you can avoid big mistakes and develop big winners. You will learn, step-by-step, highly successful methodologies, including: "Skyrocket Downloads Method" - Discover how apps DOUBLE, TRIPLE, or even 10X downloads through strategic organic marketing initiatives. This same method mastered by Flyp and TagFi can turn an app into a global phenomenon. "Viral App Blueprint"- Learn the specific blueprint of how today's smartest apps like Pokemon Go and Uber go viral and become instantly adopted by Millions. "Addiction Framework" - Discover the framework championed by Candy Crush and Snapchat to get people addicted to using your app every day, and making it indispensable. 'A fast-paced, highly readable history of one of the defining companies of our time. If you're interested in Snapchat, or just plain mystified by it, you must read this book' -- Brad Stone Would you turn down three billion dollars from Mark Zuckerberg? When he was just twenty-three years old, Evan Spiegel, the brash CEO of the social network Snapchat, stunned the world when he and his co-founders walked away from a three-billion-dollar offer from Facebook: how could an

app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In *How to Turn Down a Billion Dollars*, Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat began as a late-night dorm room revelation before Spiegel went on to make a name for himself as a visionary CEO worth billions, linked to celebrities like Taylor Swift and his fiancée, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company's founding trio, Billy Gallagher has covered Snapchat from the start. His inside account offers an entertaining trip through the excess and drama of the hazy early days with a professional insight into the challenges Snapchat faces as it transitions from a playful app to one of the tech industry's preeminent public companies. In the tradition of great business narratives, *How to Turn Down a Billion Dollars* offers the definitive account of a company whose goal is no less than to remake the future of entertainment. Join journalist Barry Werth as he pulls back the curtain on Vertex, a start-up pharmaceutical company, and witness firsthand the intense drama being played out in the pioneering and hugely profitable field of drug research. Founded by Joshua Boger, a dynamic Harvard- and Merck-trained scientific whiz kid, Vertex is dedicated to designing -- atom by atom -- both a new life-saving immunosuppressant drug, and a drug to combat the virus that causes AIDS. You will be hooked from start to finish, as you go from the labs, where obsessive, fiercely competitive scientists struggle for a breakthrough, to Wall Street, where the wheeling and dealing takes on a life of its own, as Boger courts investors and finally decides to take Vertex public. Here is a fascinating no-holds-barred account of the business of science, which includes an updated epilogue about the most recent developments in the quest for a drug to cure AIDS. "What if the way we understand our world is wrong? What if it isn't politicians and events that shape our lives, but secret deals made by people you've never heard of? This book tells the story of the secret deals that are changing the world, and revolutionizing everything we do, including money, the food we eat, what we buy, and the drugs we take to stay well. These deals never make the news: they are made high up in

boardrooms, on golf courses, and in luxury cars: each sealed by world-changing handshakes. This is the story of those handshakes."--Publisher's description. Born out of Khuram Malik's aspirations to sow the seeds of a flourishing generation of successful Muslim entrepreneurs, Billion Dollar Muslim is a book which opens our eyes to the great possibilities that can be achieved when the entrepreneurial mindset is embraced. Khuram speaks from personal experience, and he does an amazing job of sharing his conviction that the advantages of entrepreneurship can wield great benefit not only to the individual but also to the Muslim Ummah and society as a whole. Khuram's perspective of entrepreneurship through the lenses of Islamic beliefs and values makes this a unique presentation that is motivating, uplifting, and refreshing. Billion Dollar Muslim is a must read for anyone slaving within the constrictions of the traditional 9 to 5, dreaming of living an improved version of themselves, and wanting to leave a legacy of positive change in the world around them inshaAllah. The inspiring story of Reginald Lewis: lawyer, Wall Street wizard, philanthropist--and the wealthiest black man in American history. Based on Lewis's unfinished autobiography, along with scores of interviews with family, friends, and colleagues, this book cuts through the myth and hype to reveal the man behind the legend. Cash Mountain. Survive. Project X. In the mid-1990s, these three innovative television shows had hit a dead end before they had even made production. Rejected time and again by the networks, they seemed destined never to reach the screen. But thanks to the brilliance and determination of three men, not only did they get made, they became the biggest and most successful shows on earth: Who Wants To Be A Millionaire?, Survivor and Big Brother. BILLION DOLLAR GAME is the compelling story of how Paul Smith, Charlie Parsons and, above all, John de Mol defied overwhelming odds to take the industry by storm, make personal fortunes and transform the map of popular culture. Peter Bazalgette, the man who brought Big Brother to the UK, charts the astonishing rise of reality TV from its humble beginnings on the Internet to the billion-dollar industry it is today. What can you learn from the most successful companies in the world? The Spanx Story will help you

understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled entrepreneur Sara Blakely to dominate the shapewear industry and become a billionaire. Sara Blakely had a problem. She had a beautiful pair of white designer pants hanging in her closet just calling out to her to wear them, even though they accented her least favorite feature: cellulite. After searching high and low for a solution and coming up empty, an idea was born: Spanx. The Spanx Story chronicles Sara's journey from long nights researching patent and trademark law, to years of cold shoulders she received from the titans of the pantyhose industry, to the cold call that led to the shelves of Nieman Marcus. It was a long road of incredible hard work and determination that led Spanx to become the iconic brand it is today. This book educates and inspires entrepreneurs and innovators to find the problem for their solutions and persevere through all of the hard work that goes into building a billion-dollar company. Through Sara's story, you will learn: How to develop an idea and turn it into a business. How to start a company with very little capital by thinking outside of the box and dedicating every spare moment to your goal. How to recognize when it's better to hire a CEO than to be the CEO. And, how to stay the course and continue to believe in your idea, despite naysayers and going against an industry resistant to innovation. My one-night stand turns out to be my billion-dollar enemy. Yeah, I'm screwed-and unfortunately not that way. I meet a handsome man at the bar, the kind you only dream about. You know the one? He drinks his whiskey neat and power oozes from his suit-clad form. The night we spend together is perfect-I'll treasure the memory for as long as I live. Until I discover who he is. Who's the billionaire asshole trying to tear down my bookstore? My one-night stand. Correction: my rich, handsome, calculating one-night stand. I hate his determination and his ruthlessness. I hate the way he smirks and the thick fall of his hair. But most of all, I hate that I can't look at him without remembering our night together-a night he's keen to repeat. During the day, we're at war. At night, we're lovers. Sorry. I think they call it, ahem, fudge buddies. The two things are strictly separated. No funny business. No emotions. And definitely no

falling for him. An accessible, step-by-step guide to building an app-based business—essential reading for anyone who has an idea for an app, but is unsure of where to start. Apps have changed the way we communicate, shop, play, interact, and travel, and their phenomenal popularity has presented possibly the biggest business opportunity in history. In *How to Build a Billion Dollar App*, serial tech entrepreneur George Berkowski—one of the minds behind the internationally successful taxi hailing app Hailo—gives you exclusive access to the secrets behind the success of the select group of apps that have achieved billion-dollar success. Berkowski draws exclusively on the inside stories of the billion-dollar app club members, including Instagram, Whatsapp, Snapchat, Candy Crush, Square, Viber, Clash of Clans, Angry Birds, Uber, and Flipboard to provide all the information you need to create your own spectacularly successful mobile business. He guides you through each step, from an idea scribbled on the back of an envelope, through to finding a cofounder, building a team, attracting (and keeping) millions of users, all the way through to juggling the pressures of being CEO of a billion-dollar company (and still staying ahead of the competition). If you've ever dreamed of quitting your nine to five job to launch your own company or you're a gifted developer, seasoned entrepreneur, or just intrigued by mobile technology, *How to Build a Billion Dollar App* will show you what it really takes to create your own billion-dollar, mobile business. Billionaires are extremely rare, and their mindset differs hugely from ordinary millionaires. The author worked with some of the very best entrepreneurs and distilled their secrets into 20 principles that enabled them to start from zero and create billions in value. This book gives you the roadmap to follow their path to extreme wealth and success.

THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS

'A must read for anyone who wants to start a mobile app business' Riccardo Zacconi, founder and CEO King Digital (maker of Candy Crush Saga)

'A fascinating deep dive into the world of billion-dollar apps. Essential reading for anyone trying to build the next must-have app' Michael Acton Smith, Founder and CEO, Mind Candy Apps

have changed the way we communicate, shop, play, interact and

travel and their phenomenal popularity has presented possibly the biggest business opportunity in history. In *How to Build a Billion Dollar App*, serial tech entrepreneur George Berkowski gives you exclusive access to the secrets behind the success of the select group of apps that have achieved billion-dollar success. Berkowski draws exclusively on the inside stories of the billion-dollar app club members, including Instagram, Whatsapp, Snapchat, Candy Crush and Uber to provide all the information you need to create your own spectacularly successful mobile business. He guides you through each step, from an idea scribbled on the back of an envelope, through to finding a cofounder, building a team, attracting (and keeping) millions of users, all the way through to juggling the pressures of being CEO of a billion-dollar company (and still staying ahead of the competition). If you've ever dreamed of quitting your nine to five job to launch your own company, you're a gifted developer, seasoned entrepreneur or just intrigued by mobile technology, *How to Build a Billion Dollar App* will show you what it really takes to create your own billion-dollar, mobile business. Blending riveting memoir with a rare, behind-the-scenes look at how television is really made, a highly successful TV writer-producer describes why quality programming peaked in the 1980s and 90s and why viewers are now watching so much reality TV. A guide to building wealth by designing, creating, and marketing a successful app across any platform Chad Mureta has made millions starting and running his own successful app business, and now he explains how you can do it, too, in this non-technical, easy-to-follow guide. *App Empire* provides the confidence and the tools necessary for taking the next step towards financial success and freedom. The book caters to many platforms including iPhone, iPad, Android, and BlackBerry. This book includes real-world examples to inspire those who are looking to cash in on the App gold rush. Learn how to set up your business so that it works while you don't, and turn a simple idea into a passive revenue stream. Discover marketing strategies that few developers know and/or use Learn the success formula for getting thousands of downloads a day for one App Learn the secret to why some Apps get visibility while others don't Get

insights to help you understand the App store market App Empire delivers advice on the most essential things you must do in order to achieve success with an app. Turn your simple app idea into cash flow today! Brilliant, beautiful and creative young career women, Shalini Samuel and Riya Batra, are steadily climbing up the corporate ladder when one day, they are approached by their boss with an incredible proposal – a proposal to make a billion dollars. The girls are skeptical at first, but their sense of adventure gets the better of them and they get on board. But office rivalries have to be dealt with before that, and a blast out of Shalini's painful past threatens to derail the project altogether. It is easy to dream up mobile app ideas, but very difficult to uncover and select apps that will provide the most value to your business. The Billion Dollar Apps (BDA) process will help your business identify the mobile app concepts capable of producing the highest Return on App (ROA) in the least amount of time. □ A Boston Globe Best Book of 2015 □ "A penetrating examination of how the elite college football programs have become 'giant entertainment businesses that happened to do a little education on the side.'"—Mark Kram, The New York Times Two-time Pulitzer-Prize-winning journalist Gilbert M. Gaul offers a riveting and sometimes shocking look inside the money culture of college football and how it has come to dominate a surprising number of colleges and universities. Over the past decade college football has not only doubled in size, but its elite programs have become a \$2.5-billion-a-year entertainment business, with lavishly paid coaches, lucrative television deals, and corporate sponsors eager to slap their logos on everything from scoreboards to footballs and uniforms. Profit margins among the top football schools range from 60% to 75%—results that dwarf those of such high-profile companies as Apple, Facebook, and Microsoft—yet thanks to the support of their football-mad representatives in Congress, teams aren't required to pay taxes. In most cases, those windfalls are not passed on to the universities themselves, but flow directly back into their athletic departments. College presidents have been unwilling or powerless to stop a system that has spawned a wildly profligate infrastructure of coaches, trainers, marketing gurus, and

a growing cadre of bureaucrats whose sole purpose is to ensure that players remain academically eligible to play. From the University of Oregon's lavish \$42 million academic center for athletes to Alabama coach Nick Saban's \$7 million paycheck—ten times what the school pays its president, and 70 times what a full-time professor there earns—Gaul examines in depth the extraordinary financial model that supports college football and the effect it has had not only on other athletic programs but on academic ones as well. What are the consequences when college football coaches are the highest paid public employees in over half the states in an economically troubled country, or when football players at some schools receive ten times the amount of scholarship awards that academically gifted students do? Billion-Dollar Ball considers these and many other issues in a compelling account of how an astonishingly wealthy sports franchise has begun to reframe campus values and distort the fundamental academic mission of our universities. "Every VC is chasing a unicorn—those billion dollar companies that fundamentally change their industries, and every entrepreneur certainly wants to become one. For Super Founders, author Ali Tamaseb gathered and analyzed 40,000 data points about the 200+ unicorns founded since 2005 and found out what these billion dollar companies and their founders actually looked like. And you'll be surprised by what he discovered. Half of unicorn founders are over 35. Most founders don't have any directly relevant work experience in the industry they're disrupting. There's no disadvantage to being a solo founder. Sixty percent of billion dollar companies are started by repeat entrepreneurs, many of whom already have at least one \$50M+ exit under their belt. And over half of unicorns were competing with multiple incumbents at the time of their founding. What we thought we knew about these companies doesn't turn out to be true, which has serious implications for both the kinds of startups that get funding and the for the kinds of people who decide to start companies in the first place. Super Founders gives readers an unprecedented look not just at what the data tells us about the world's most successful startups and the people who create them, but also at those

companies and founders themselves, many of which are not well-known among the general public. A blend of data, analysis, stories and exclusive interviews, the book is a paradigm-shifting guide for entrepreneurs and the investment community. You may look more like a Super Founder than you think!"-- Named a Best Book of 2018 by the Financial Times and Fortune, this "thrilling" (Bill Gates) New York Times bestseller exposes how a "modern Gatsby" swindled over \$5 billion with the aid of Goldman Sachs in "the heist of the century" (Axios). Now a #1 international bestseller, Billion Dollar Whale is "an epic tale of white-collar crime on a global scale" (Publishers Weekly), revealing how a young social climber from Malaysia pulled off one of the biggest heists in history. In 2009, a chubby, mild-mannered graduate of the University of Pennsylvania's Wharton School of Business named Jho Low set in motion a fraud of unprecedented gall and magnitude--one that would come to symbolize the next great threat to the global financial system. Over a decade, Low, with the aid of Goldman Sachs and others, siphoned billions of dollars from an investment fund--right under the nose of global financial industry watchdogs. Low used the money to finance elections, purchase luxury real estate, throw champagne-drenched parties, and even to finance Hollywood films like *The Wolf of Wall Street*. By early 2019, with his yacht and private jet reportedly seized by authorities and facing criminal charges in Malaysia and in the United States, Low had become an international fugitive, even as the U.S. Department of Justice continued its investigation. Billion Dollar Whale has joined the ranks of *Liar's Poker*, *Den of Thieves*, and *Bad Blood* as a classic harrowing parable of hubris and greed in the financial world. Liam Carter was once my best friend and childhood crush. Now he's a playboy billionaire in need of a fake fiancée. The first time I meet Liam again after fifteen years, I ruin his suit with marinara sauce at a fancy party. I'm the caterer, he's the guest. It's only mildly humiliating. But the second time I see him? That's when he pops the question all girls long to hear. Will you be my fake fiancée? Apparently, he needs to shed his playboy image, and fast. Liam's nothing like the boy I remember. Tall, broad and poured into tailored suits, he now has more money than

he can count. In exchange for my help, he vows to make my cheating ex jealous, showing up to my job with roses in hand and crooked smiles. It's a game, just like the ones we played as kids. Well, maybe not just like those—they never involved heated kisses. But as make-believe bleeds into reality, I can't stop wondering...are we too different now to make something last?

WATERSTONES NON-FICTION BOOK OF THE MONTH AUGUST 2018 AND A SUNDAY TIMES BESTSELLER 'An astonishingly detailed picture of espionage in the 1980s, written with pacey journalistic verve and an eerily contemporary feel.' Ben Macintyre, *The Times* 'A gripping story of courage, professionalism, and betrayal in the secret world.' Rodric Braithwaite, British Ambassador in Moscow, 1988-1992 'One of the best spy stories to come out of the Cold War and all the more riveting for being true.' *Washington Post* January, 1977. While the chief of the CIA's Moscow station fills his gas tank, a stranger drops a note into the car. In the years that followed, that stranger, Adolf Tolkachev, became one of the West's most valuable spies. At enormous risk Tolkachev and his handlers conducted clandestine meetings across Moscow, using spy cameras, props, and private codes to elude the KGB in its own backyard – until a shocking betrayal put them all at risk. Drawing on previously classified CIA documents and interviews with first-hand participants, *The Billion Dollar Spy* is a brilliant feat of reporting and a riveting true story from the final years of the Cold War.

House-sitting a mansion for the summer sounds easy, right? Until my rich, single dad neighbor catches me in a compromising position. Hint: I'd just taken off my bikini top. He's billionaire Ethan Carter, a living legend in the tech world and father to two adorable little girls. Oh, and he's the kind of ruggedly handsome that belongs in a calendar with firefighters and puppies. "Welcome to the neighborhood," he says, grinning. The catch? He can afford to live here—I can't. Differences in income and age make anything more unthinkable, not to mention he's coming off a terrible divorce and has no time to himself. We agree we can't be anything more, even as neighborly drinks turn into not-so-neighborly kisses, and kisses turn into... well. Let's just say he finds creative ways for us to use my kitchen counter. He doesn't know if he's ready to

trust again. I don't know if I'm ready to give my heart. But as summer ends, we might not have choice in the matter. BILLION DOLLAR CATCH is book three of the series SEATTLE BILLIONAIRES, but can be read as a complete standalone! It's a sweet, steamy romance with a lot of heart, not to mention scenes designed to make your Kindle burn! George Berkowski, serial entrepreneur and one of the minds behind the internationally successful taxi hailing app Hailo, is the expert on mobile apps. In this free digital ebook companion to How To Build a Billion Dollar App, he includes an outline of the entire book and the chapters from step 1 of the journey, 'Building and Founding a Team', 'Validating Your Product' and 'Raising Seed Funding'. Through his experience, research and insights, readers will receive the beginning they need to start creating their very own Billion Dollar app! An inspiring and deeply personal coming of age memoir from one of Silicon Valley's youngest entrepreneurs—a second-generation Latino immigrant who taught himself how to code as a thirteen-year-old and went on to claim his share of the American dream. As his parents watched their restaurant business collapse in the wake of the Great Recession, Michael Sayman was googling “how to code.” Within a year, he had launched an iPhone app that was raking in thousands of dollars a month, enough to keep his family afloat—and in America. Entirely self-taught, Sayman headed from high school straight into the professional world, and by the time he was seventeen, he was Facebook's youngest employe ever, building new features that wowed its founder Mark Zuckerberg and are now being used by more than half a billion people every day. Sayman pushed Facebook to build its own version of Snapchat's Stories and, as a result, engagement on the platform soared across all demographics. Millions of Gen Z and Millennials flocked to Facebook, and as teen engagement rose dramatically on Instagram and WhatsApp, Snapchat's parent company suffered a billion-dollar loss in value. Three years later, Sayman jumped ship for Google. App Kid is the galvanizing story of a young Latino, not yet old enough to drink, who excelled in the cutthroat world of Silicon Valley and went on to become an inspiration to thousands of kids everywhere by following his own surprising, extraordinary

path. In this candid and uplifting memoir, Sayman shares the highs and lows, the successes and failures, of his remarkable journey. His book is essential and affirming reading for anyone marching to the beat of their own drum. The inspiring true story of Shark Tank star Barbara Corcoran--and her best advice for anyone starting a business. After failing at twenty-two jobs, Barbara Corcoran borrowed \$1,000 from a boyfriend, quit her job as a diner waitress, and started a tiny real estate office in New York City. Using the unconventional lessons she learned from her homemaker mom, she gradually built it into a \$6 billion dollar business. Now Barbara's even more famous for the no-nonsense wisdom she offers to entrepreneurs on Shark Tank, ABC's hit reality TV show. Shark Tales is down-to-earth, frank, and as heartwarming as it is smart. After reading it don't be surprised if you find yourself thinking, "If she can do it, so can I." Nothing would make Barbara happier. One of Time Magazine's Must-Read Books of 2019 An award-winning journalist shows how workplace diversity initiatives have turned into a profoundly misguided industry--and have done little to bring equality to America's major industries and institutions. Diversity has become the new buzzword, championed by elite institutions from academia to Hollywood to corporate America. In an effort to ensure their organizations represent the racial and ethnic makeup of the country, industry and foundation leaders have pledged hundreds of millions of dollars to commission studies, launch training sessions, and hire consultants and diversity czars. But is it working? In Diversity, Inc., award-winning journalist Pamela Newkirk shines a bright light on the diversity industry, asking the tough questions about what has been effective--and why progress has been so slow. Newkirk highlights the rare success stories, sharing valuable lessons about how other industries can match those gains. But as she argues, despite decades of handwringing, costly initiatives, and uncomfortable conversations, organizations have, apart from a few exceptions, fallen far short of their goals. Diversity, Inc. incisively shows the vast gap between the rhetoric of inclusivity and real achievements. If we are to deliver on the promise of true equality, we need to abandon ineffective, costly

measures and commit ourselves to combatting enduring racial attitudes

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