
Get Free Screw Business As Usual

As recognized, adventure as well as experience more or less lesson, amusement, as competently as union can be gotten by just checking out a books **Screw Business As Usual** furthermore it is not directly done, you could take even more not far off from this life, more or less the world.

We meet the expense of you this proper as competently as easy pretension to get those all. We have enough money Screw Business As Usual and numerous book collections from fictions to scientific research in any way. in the course of them is this Screw Business As Usual that can be your partner.

8E0 - BRAY TRINITY

How organizations can foster diversity, equity, and inclusion: taking action to address and prevent workplace bias while centering women of color. Few would disagree that inclusion is both the right thing to do and good for business. Then why are we so terrible at it? If we believe in the morality and the profitability of including people of diverse and underestimated backgrounds in the workplace, why don't we do it? Because, explains Ruchika Tulshyan in this eye-opening book, we don't realize that inclusion takes awareness, intention, and regular practice. Inclusion doesn't just happen; we have to work at it. Tulshyan presents inclusion best practices, showing how leaders and organizations can meaningfully promote inclusion and diversity. Tulshyan centers the workplace experience of women of color, who are subject to both gender and racial bias. It is at the intersection of gender and race, she shows, that we discover the kind of inclusion policies that benefit all. Tulshyan debunks the idea of the "level playing field" and explains how leaders and organizations can use their privilege for good by identifying and exposing bias, knowing that they typically have less to lose in speaking up than a woman of color does. She explains why "leaning in" doesn't work—and dismantling structural bias does; warns against hiring for "culture fit," arguing for "culture add" instead; and emphasizes the importance of psychological safety in the workplace—you need to know that your organization has your back. With this important book, Tulshyan shows us how we can make progress toward inclusion and diversity—and we must start now.

Do you want your business to step up and make a meaningful difference? There's a new generation of businesses emerging. They're working together to make a positive impact on the world by redefining what it means to be successful. By changing the

way you work and considering the impact of the decisions you make, you can join them in reducing poverty, injustice and environmental damage by balancing purpose with profit. In this ground-breaking book, you will discover how these purpose-driven businesses work and how you can: Increase productivity by fully embracing diversity and developing an inclusive culture. Put respect, courtesy and compassion at the heart of your business. Maximise profits whilst prioritising the needs of people and the planet. Attract an engaged and motivated workforce that's focused on success and sustainability. Join the growing global community of leaders and like-minded businesses that are putting what they do to work as a force for good.

The renowned international entrepreneur shares the personal lessons and wisdom he has learned that have helped achieve success in his business and personal life, including determination, loving what one does, and trying over and over until one accomplishes one's goal. Original.

For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals. Now, it's time to take control. Ending the failed war on drugs will reduce drug-related violence, tackle organised crime, end the needless criminalisation of millions, and will halt the drain on government funds and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done. Highlighting the pitfalls behind drug policy to-date and bringing to light new policies and approaches, which make a clear case for galvanizing governments to end the war on drugs – once and for all.

Teleportation, time machines, force fields, and interstellar space ships—the stuff of science fiction or potentially attainable future technologies? Inspired by the fantastic worlds of Star Trek, Star Wars, and Back to the Future, renowned theoretical physicist and

bestselling author Michio Kaku takes an informed, serious, and often surprising look at what our current understanding of the universe's physical laws may permit in the near and distant future. Entertaining, informative, and imaginative, *Physics of the Impossible* probes the very limits of human ingenuity and scientific possibility.

From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes *Shortcut Your Startup*, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, *Shortcut Your Startup* outlines Courtney and Carter's ten key "Startup Switchups" that flip traditional advice on its head:

- Get into the Trenches
- Know if You're a Speedboat or a Sailboat
- Obsessively Take Advantage of Your Unfair Advantages
- Do What You Do Best, and Outsource the Rest
- Build in Flexibility and a Diversified Focus
- Think Milestones, Not Time
- Nail It Before You Scale It
- 1 Percent Better Is 1000 Percent Better
- Gain Buy-in with Heart-Based Momentum
- Success Doesn't Equate to a Successful Exit

Whether you're a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, *Shortcut Your Startup* is essential reading to speed up your success!

"The real lessons of teamwork don't happen on camera. They hap-

pen behind the closed doors of locker rooms and team meetings and practice facilities. Kevin and John open those closed doors. All you need to do is get reading!" —Larry Bird "Help the helper" is a basketball motto preached by some of the sport's legendary coaches, including Dean Smith and Phil Jackson. All good players know they should support a teammate who's under pressure. But the true greats know how to take it one step further. They fill the gaps left behind when one teammate goes to help another—gaps that are often far from the basket and out of the spotlight. The true greats step up in quiet ways to make sure no subtle holes develop on defense and no opportunities are missed on offense. Help the Helper will show you how to put this level of teamwork to work in your business, to build a culture that recognizes and rewards those who help the helper—even when they don't have sexy statistics. In the process, it will teach you how to de-emphasize the CEO/quarterback/superstar and effectively redefine leadership. You'll learn, for instance, how to: Create a dynasty of unselfishness. Manage energy, not people. Eat obstacles for breakfast. Act like an "unleader." Consider how it works in the hospitality industry. In a great restaurant you don't have to wait for your server to check on you; your needs are taken care of instantaneously, sometimes before you notice them. Everyone from the busboy to the maître d' has one goal: the success of the team. Such coordination seems complicated for a small eatery, nearly impossible for a large organization. But it's easier than you think. For a combined forty years, Pritchard and Eliot have focused on building high-performing groups. They've crushed Malcolm Gladwell's 10,000-Hour Rule, logging upward of 50,000 hours studying the factors that create champions and dynasties, from the NBA and Major League Baseball to the Fortune 500. Exhaustive testing, scouting, and evaluating have taught them that truly special teams in all fields have one common denominator: a willingness to do whatever it takes to help the helper. Drawing on true and inspirational stories from sports to medicine to business, Help the Helper shows what's behind the curtain that fuels great team performance.

Previously classified studies from the former Soviet Union reveal the emergence of an herbal superstar, *Rhodiola rosea*. From two respected physicians comes an authoritative new book that explores the amazing healing powers of *Rhodiola rosea*. Compelling scientific evidence about this commonly available herbal supple-

ment confirms its ability to help: - Melt away extra pounds - Combat fatigue - Sharpen memory and concentration - Enhance physical performance - Strengthen immune function - Protect against heart disease and cancer As more people turn to *Rhodiola rosea* to improve their health and vitality, they will look for a trustworthy, authoritative resource to answer all their questions. The *Rhodiola Revolution* is that resource, providing the latest news from the front lines of research as well as clear instructions on using the herb for maximum medicinal effect.

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

Young serial entrepreneur Scott Gerber is not the product of a wealthy family or storied entrepreneurial heritage. Nor is he the outcome of a traditional business school education or a corporate executive turned entrepreneur. Rather, he is a hard-working, self-taught 26-year-old hustler, rainmaker, and bootstrapper who has survived and thrived despite never having held the proverbial "real" job. In *Never Get a "Real" Job: How to Dump Your Boss, Build a Business, and Not Go Broke*, Gerber challenges the social conventions behind the "real" job and empowers young people to take control of their lives and dump their nine-to-fives—or their quest to attain them. Drawing upon case studies, experiences, and observations, Scott dissects failures, shares hard-learned lessons, and presents practical, affordable, and systematic action steps to building, managing, and marketing a successful business on a shoestring budget. The proven, no-b.s. methodology presented in *Never Get a "Real" Job* teaches unemployed and underemployed Gen-Yers, aspiring small business owners, students, and recent college graduates how to quit 9-to-5s, become their own bosses, and achieve financial independence.

WALL STREET JOURNAL BESTSELLER Every business owner

dreams of success, but the majority of businesses are doomed to fail. This book offers a journey through the pitfalls that cause 90% of companies to crash—and the crucial remedies entrepreneurs can use to avoid (or fix) them. Kim Hvidkjær was 29 years old when he became a millionaire. Two years later, after a cluster of disasters, he found himself basically broke. Now, having rebuilt his fortune as the founder of several successful enterprises and studied thousands of failed startups, Hvidkjær has become an expert in failure: what it means, what it looks like, and the strategies that business owners can use to prevent it. In *How to F*ck Up Your Startup*, he takes us on an entertaining and enlightening journey through the complex patterns of failure in the life cycle of a business, covering: Attitude mistakes Business model missteps Market research snafus Funding and financial blunders Product development errors Organization oversights Sales slip-ups Growing pains Most important, he tackles what to do when your business has gone wrong. Hvidkjær fleshes out a tangible, usable blueprint for entrepreneurs looking to learn (the easy way) from the mistakes of businesses gone before. Chock-full of easy-to-follow business lessons that will keep you from f*cking up your startup, this down-to-earth guide offers crucial, actionable advice for seasoned business owners and startup founders alike. A masterclass in failure, *How to F*ck Up Your Startup* is required reading for reaching success.

The book you need to make better business decisions, faster *The One Thing to Win at the Game of Business* is the entrepreneur's bible with everything you need to invest in your own entrepreneurial education. Based on author Creel Price's own experience launching a small business for just \$10,000 and then selling it a decade later for over \$100 million, the book is based on one core business truth: that Decisionship, the ability to make better, faster decisions without the angst, is key to success. Systematically explaining the Decisionship methodology that Price has used with great success, the book outlines a visual model that brings together three distinct "sights"—foresight, insight, and hindsight—at the heart of the decision making process. Taken together, these perspectives enable you to quickly and easily process your options from every angle and make smarter choices more quickly. Presents a three-step process for making better business decisions Teaches you the one thing you need to know to build a more productive, more profitable company Explains the

keys to building a closer-knit, more productive, and highly-motivated team Innovative, practical advice from a proven business expert, *The One Thing to Win at the Game of Business* is the ultimate business shortcut—the single thing that you must understand about entrepreneurship in order to get ahead.

As it was in *Anna Karenina*, *Madame Bovary*, and *Othello*, so it is in life. Most forms of private vice and public evil are kindled and sustained by lies. Acts of adultery and other personal betrayals, financial fraud, government corruption—even murder and genocide—generally require an additional moral defect: a willingness to lie. In *Lying*, best-selling author and neuroscientist Sam Harris argues that we can radically simplify our lives and improve society by merely telling the truth in situations where others often lie. He focuses on "white" lies—those lies we tell for the purpose of sparing people discomfort—for these are the lies that most often tempt us. And they tend to be the only lies that good people tell while imagining that they are being good in the process.

Are you wondering what the next killer app will be? Do you want to know how you can maintain and add to your value during these rapidly changing times? Are you wondering how the word love can even be used in the context of business? Instead of wondering, read this book and find out how to become a lovecat—a nice, smart person who succeeds in business and in life. How do you become a lovecat? By sharing your intangibles. By that I mean: Your knowledge: everything that comes from all the books that I'll encourage you to devour. Your network: the collection of friends and contacts you now have, which I'll teach you how to grow and nurture. Your compassion: that human warmth you already possess—in these pages I'll convince you that you can show it freely at the office. What happens when you do all this? * You become a rich source of information to all around you. * You are seen as a person with valuable insight. * You are perceived as generous to a fault, producing surprise and delight. * You double your business intelligence in one year. * You triple your network of personal relationships in two years. * You quadruple the number of colleagues in your life who love you like family. In short, you become one of those amazing, outstanding people to whom everyone turns, who leads rather than follows, who never runs out of ideas, contacts, or friendship. Here's the real scoop: Nice guys don't finish last. They rule!

Richard Branson is an iconic businessman. In *Screw It, Let's Do It*,

he shares the secrets of his success and the invaluable lessons he has learned over the course of his remarkable career. As the world struggles with the twin problems of global recession and climate change, Richard explains why it is up to big companies like Virgin to lead the way in finding a more holistic and environmentally friendly approach to business. He also looks to the future and shares his plans for taking his business and his ideas to the next level. Richard reveals the new and exciting areas into which Virgin is currently moving, including biofuels and space travel, and brings together all the important lessons, good advice and inspirational adages that have helped him along the road to success. This is a fantastic motivational business book that will help every reader achieve their own dreams.

Wall Street Journal Bestseller "The pick of 2014's management books." -Andrew Hill, Financial Times "One of the top business books of the year." -Harvey Schacter, The Globe and Mail Best-selling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. *Scaling Up Excellence* is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

It's business school, the Branson way. Whether you're interested in starting your own business, improving your leadership skills, or simply looking for inspiration from one of the greatest entrepreneurs of our time, Richard Branson has the answers. Like a Virgin brings together some of his best advice, distilling the experiences and insights that have made him one of the world's most recognized and respected business leaders. In his trademark thoughtful and encouraging voice, Branson shares his knowledge like a close friend. He'll teach you how to be more innovative, how to lead by listening, how to enjoy your work, and much more. In hindsight, Branson is thankful he never went to business school. Had he conformed to the conventional dos and don'ts of starting a business, would there have been a Virgin Records? A Virgin Atlantic? So many of Branson's achievements are due to his unyielding determination to break the rules and rewrite them himself. Here's how he does it.

A Practical Guide to Using the Principles of Servant Leadership is a calling. And servant leadership—the idea that managing with respect, honesty, love, and spirituality empowers employees—helps individuals answer that calling. Bestselling author and former Fortune 500 executive James A. Autry reveals the servant leader's tools, a set of skills and ideals that will transform the way business is done. It helps leaders nurture the needs and goals of those who look to them for leadership. The result is a more productive, successful, and happier organization, and a more meaningful life for the leader. Autry reveals how to remain true to the servant leadership model when handling day-to-day and long-term management situations, including how to: •Provide guidance during conflict and crisis •Assure your continued growth and progress as a leader •Train managers in the principles of servant leadership •Transform a company with morale problems into a great place to work Practiced by one-third of the companies on Fortune's "100 Best Companies to Work For" list, servant leadership is a thriving philosophy. Ultimately, Autry explores how it can be a valuable, refreshing, and rewarding approach to leading others in business life.

"Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals."—Adam Grant, best-selling author of *Originals* "Under New Management is a lively, provocative must-read."—Whitney Johnson, author of *Disrupt Yourself*. Why accepted management practices don't

work—and how innovative companies are changing the rules. Should your employees know each other's salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business's success as a result. "Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too."—Daniel H. Pink, best-selling author of *Drive* and *To Sell Is Human*? "If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read."—Tom Rath, best-selling author of *StrengthsFinder 2.0*

One of the world's most famous business leaders (and a well-known avian fanatic) explores the pioneers of flight. Bestselling author and billionaire entrepreneur Sir Richard Branson has always been obsessed with the skies. To promote a new Virgin Airlines route, he became the first man to water ski behind a blimp. His Virgin Galactic venture will soon offer ordinary people the opportunity to experience spaceflight aboard the first commercial spaceliner, *SpaceShipTwo*. In *Reach for the Skies*, Branson examines the history of aviation over the last two hundred years, putting the spotlight on trailblazers such as: *Tony Jannus, who made the first ever commercial flight over Tampa Bay, Florida, in 1914. *Leo Valentin, the "bird man" who jumped from 9,000 feet wearing a pair of wooden wings in the 1950s. *Steve Fossett, who broke 130 world records in planes, balloons, and airships. The pioneers of flight—not just the world-famous Wright Brothers, but also lesser known visionaries and dreamers—made it possible for any of us with the desire and the commitment to reach for the skies ourselves.

Fully Alive tells the story of an astoundingly successful young entrepreneur's immersion in Amazonian indigenous spirituality, its

life-changing impact on him, and how he integrated the lessons he learned to build a successful, socially responsible company, live a purposeful life, and make a difference in the world. Building a start-up is like being thrust into the middle of the Amazon rainforest: living every day on the edge of your comfort zone, vulnerable to the unexpected challenges constantly being thrown your way, and constantly shifting to meet daily demands and do everything and anything you can to survive, let alone thrive. Vulnerable, raw, and deeply transparent, *Fully Alive* reveals powerful tools and lessons that can teach all of us how to grow toward and beyond our personal edges, no matter our circumstances. Tyler Gage shares his spiritual adventures and the business savvy that helped him create RUNA, a pioneering organization that weaves together the seemingly divergent worlds of Amazonian traditions and modern business, demonstrating how we can dig deeper to bring greater meaning and purpose to our personal and professional pursuits. From suburban youth to immersion in the Amazon to entrepreneurial success, Tyler's journey clearly shows that passion and opportunity can be found in the most unexpected places. Captivated by a rare Amazonian tea leaf called guayusa that had never been commercially produced, Tyler started RUNA to partner with the indigenous people of Ecuador to share its energy and its message with the world. Using the spiritual teachings, lessons, and healing traditions of the Amazon as his guide, Tyler built RUNA from a scrappy start-up into a thriving, multimillion-dollar company that has become one of the fastest-growing beverage companies in the United States. With the help of investors such as Channing Tatum, Leonardo DiCaprio, and Olivia Wilde, RUNA has created a sustainable source of income for more than 3,000 farming families in Ecuador who sustainably grow guayusa in the rainforest. Simultaneously, RUNA has built a rapidly scaling nonprofit organization that is working to create a new future for trade in the Amazon based on respectful exchange and healing, not exploitation and greed. Practical tools and lessons are woven throughout the story of Gage's successes and failures, offering guidance on how to relate to obstacles as teachers and how to accomplish our personal and professional goals in the often uncertain circumstances we find ourselves in.

Experience the growth multiplier effect through transforming the distribution and sales network *Selling Through Someone Else* tackles new opportunities to drive company growth by taking a fresh

look at the customer smart distribution and sales process. The authors, from Accenture, one of the world's largest consulting companies, explain how companies can be smarter about what their customers truly want and maximize the return on investment from all available resources for growth opportunities by exploring creative distribution options, including leveraging partners, online outlets, iPads/tablets, your traditional sales force, and more. *Selling Through Someone Else* demonstrates that traditional approaches are no longer effective and how, by capitalizing on converging forces, companies can transform their "sales" approaches to grow revenue, and enhance customer and brand loyalty. Explores how globalization, new competitors, and low-cost threats are reshaping the way sales is happening today, and how to prepare your company to be successful in this new dynamic and iterative selling model Shows how analytics, the shift to digital selling and mobile sales tools, and new approaches to sales operations can reshape the entire sales function Demonstrates how new ecosystems of partners are created, managed, and incented to drive greater sales and profitability Accenture has helped numerous clients collaborate across IT, Sales, and Marketing to dramatically grow distribution and adapt to the different "playing field" of today. *Selling through Someone Else* applies the trends and lessons learned from Fortune 500 and Global 500 companies to mid-sized enterprises and small-medium businesses owners.

From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for *Ask a Manager* "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be profes-

sional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren’t confident that the company—even if it’s profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specializing in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

From the trailblazing founder and CEO of the Virgin Group, a powerful argument for using business to make a positive impact in the world. Richard Branson, one of the world’s most famous and admired business leaders, argues that it’s time to turn capitalism upside down—to shift our values from an exclusive focus on profit to also caring for people, communities and the planet. As he writes, “My message is a simple one: business as usual isn’t working. In fact, it’s ‘business as usual’ that’s wrecking our planet. Resources are being used up; the air, the sea, the land—are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can’t afford a dollar a day for life-saving

medicine. . . . Prophesying doom and gloom is simply not my style. . . . I think business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business can be a force for good. By that I mean doing good is good for business.” *Screw Business as Usual* shows how easy it is for both businesses and individuals to embark on a whole new way of doing things, solving major problems and turning our work into something we both love and are proud of.

What do you do at work when a hundred crises seem to be happening at the same time? Do you pick just one priority or try to put out every fire? How can you stay composed, figure out what really matters, and act decisively? When former U.S. Navy SEAL sniper Brandon Webb transitioned to civilian life, he struggled to get his first startup business off the ground. He raised millions for his new venture, only to lose it all as problems spiraled out of his control. In the wake of that failure, Webb realized that successful entrepreneurs need a skill he had already mastered: total focus. SEAL snipers define it as the ability to filter out noise and chaos so you can make life-or-death decisions under the extreme conditions of combat. If he could maintain total focus while staring through crosshairs at a man who might (or might not) be an Al Qaeda terrorist, surely he could do the same in the business world. So Webb started over, applying total focus to a new startup, a media company called Hurricane Group. His approach was so effective that in just five years, Hurricane grew to have a staff of over fifty, an audience in the tens of millions, and a valuation of more than \$100 million. In this book, Webb teaches us to make better decisions under extreme pressure by emulating the habits of his fellow warriors, as well as other skills he learned on the job and from great friends and business leaders like Solomon Choi of 16 Handles, Matt Meeker of BarkBox, and Betsy Morgan of the Huffington Post and TheBlaze. For instance, you’ll discover: · The difference between total focus and tunnel vision is developing total situational awareness: the ability to spot opportunities and threats without getting distracted from your goal. · You can overcome indecisiveness and hesitancy by accepting violence of action: a decision to move forward with an imperfect plan, knowing that even the best-laid plans go wrong. · Entrepreneurs must learn to embrace the suck, refusing to quit when the going gets brutal, and recognizing that unexpected challenges may reveal

your best shot at success. By following the tactics and wisdom of a generation of legendary snipers and business leaders, you’ll find the clarity of mind you need to accomplish your own mission—whatever it takes.

Throughout my life I have achieved many remarkable things. In this book I’ll share with you my ideas and secrets of my success, but not simply because I hope they’ll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. A lot has changed since I founded Virgin in 1968, and I’ll explain how I intend to take my business and my ideas to the next level and into new and exciting areas - such as launching Virgin fuels. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

‘Doing good can help improve your prospects, your profits, and your business; and it can change the world. We must change the way we do business’ - Richard Branson Can we bring more meaning to our lives and help change the world at the same time? In *Screw Business as Usual*, Richard Branson at his brilliant and motivating best, shares some fascinating and inspiring stories about the people who are already leading the way in transforming business into a force for good, for people and for the planet. Reflecting on some of his own experiences, and those of the Virgin Group, he also shares his new vision for the future and describes how businesses can help create a more prosperous world for everyone. It’s time to turn capitalism upside down - to shift our values, to switch from a just profit focus to caring for people, communities and the world and to turn our work into something we both love and are proud of. It’s time to Screw Business as Usual.

Wall Street Journal Bestseller Managers accept the world as it is; movement starters push the boundaries to make it more just, compassionate, and even joyful. We all need to decide: Are we managers or movement starters? Jennifer Dulski, the head of

Groups at Facebook, and former president of Change.org, explains how you can turn your mission into a movement that creates change—whether you're at a startup or a political campaign, at a Fortune 500 company or a local community group, or an intern or a CEO. Anyone can spark change if they believe in the power of taking action, no matter where, or how small, they start. Dulski explains how to create a clear vision, inspire supporters, persuade decision makers, navigate criticism, and more. She pairs her own experience as a startup founder, tech executive, and social change leader with powerful stories of movement leaders from both business and activism. Our world needs movement starters more than ever. Packed with practical advice and the inspiring true stories of movement starters from all walks of life, Purposeful will empower you to start your own movement and make your mark on the world.

Business runs on emails, yet we rarely give them enough thought. Too often, our messages are misunderstood, misfiled, or ignored. In a world filled with remote collaboration and virtual teams, people who master email writing rise above the noise. Learn how to make your emails work for you rather than against you with this short, practical guide. Topics include: Crafting effective subject lines Writing emails that people respond to Protecting yourself from accidental misfires Whether you're just starting in your career or are adjusting to a newly remote and virtual workplace, you'll find valuable advice and tips you can put into practice right away.

Stand out from the crowd with the book that is packed full of examples of entrepreneurs who took a sideways look at the market and their competitors and decided to branch out and do something a little bit surprising. As a result, they made their products and their companies stand out among the competition - vital in today's business environment.

RICHARD BRANSON, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down—to shift our values from an exclusive focus on profit to also caring for people, communities and the planet. As he writes: "It's a vibrant and definite sea change from the way business was always done, when financial profit was a driving force. Today, people aren't afraid to say, Screw business as usual!—and show they mean it. "It's amazing how I keep coming across the same message, from bustling global cities to the townships of South Africa

to small villages in India to G8 climate conferences. "It's no coincidence that so many people are talking about the same thing. There's a real buzz in the air. Change is happening. "People often associate me with challenges, with trying to break records while sailing the Atlantic or flying in a jet stream in a balloon or going into space with Virgin Galactic. But this book isn't just about fun and adventure and exceeding one's wildest dreams. It's a different kind of business book. It's about revolution. My message is a simple one: business as usual isn't working. In fact, business as usual is wrecking this planet. Resources are being used up; the air, the sea, the land are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for lifesaving medicine. "But my message is not all doom and gloom. I will describe how I think business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business is a force for good. By that I mean that doing good is good for business. "Doing the right thing can be profitable. I will show how this works step by step in the following pages. It's the core message of this book. I often say, 'Have fun and the money will come.' I still believe that, but now I am saying, 'Do good, have fun and the money will come.'"

Sir Richard Branson's amazing memoir is now updated to include the effect on the Virgin Group of 11 September, his views on the war in Iraq, the rise of Virgin Blue and the flotation of Virgin Mobile. Discover how Virgin is moving into the US domestic flight market and why he set up the charitable body "Virgin Unite". As ever, his thirst for challenge is unquenched. Sir Richard reveals the thrills of the world record attempt with the Virgin Atlantic Global Flyer and taking Virgin to the final frontier as Virgin Galactic are poised for a new era of commercial space travel. Compelling. Brilliant. Revealing. Funny. Inspirational. Extraordinary. Revealing Sir Richard's unique story, his personal philosophy on life, the Virgin brand and business Losing My Virginity is an autobiography without equal.

"Do you have a sane work-play balance? Had enough of your job and want to change your life? Here's how to do it" The Times Stuck in a job that's boring you to tears? Slogging away at a business that's never quite taken off? Still can't decide what you'd rather do? Well, it's time to change all that. We've reached a remarkable point in the history of work. With the right guidance, it's

now possible for anyone to make a living from doing the things they love. Written by a career maverick who escaped corporate life, Screw Work Let's Play is your blueprint to create a work-life full of fun, freedom and creativity; something more like play than work. Packed full of stories from people who turned their passion into their living - or even a million pound business - you'll discover 10 secrets to transform your working life, starting today. Discover life-changing ideas and practical plans including: · How to win your first playcheque - without quitting your current job · How to beat the doubts and internal blocks that hold you back · How you can play and get rich - even in a recession Whether you want to start a business, create an ideal job, write a book, or change the world, there's no need to suffer unfulfilling work any more. Ready to play? Unlock exclusive extras at www.screwworkletsplay.com Join the Play Revolution Warren Buffett built Berkshire Hathaway into something remarkable— and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles the Equity Investor." Andrew Tobias's 1983 article "Letters from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letters. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they

could do anything, but not so much that they could do nothing." Bill Gates's 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective.

In September 2012, a YOUNGOV poll conducted in Britain found that the person British workers would most like as their manager was Sir Richard Branson. With over 40 years in business, Richard Branson is an inspiring pioneer of humanitarian projects and an iconic business leader. In *The Virgin Way: How to Listen, Learn, Laugh and Lead*, Richard shares and distills his secrets of leadership and success. Featuring anecdotes from his own business dealings, as well as his observations of many others who have inspired him — from politicians, business leaders, explorers, scientists and philanthropists — Richard reflects on the qualities he feels are essential for success in today's world. This is not a conventional book on leadership. There are no rules — but rather the secrets of leadership that he has learned along the way from his days at Virgin Records, to his recent work with The Elders. Whether you're at the beginning of your career, or

head of a Fortune 500 company — this is your guide to being your own CEO (Chief Enabling Officer) and becoming a true leader — not just a boss.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *As you read this summary, you will discover that capitalism as it has been practiced until now must rapidly evolve to make way for a new model: social enterprises. *You will also discover that : the social and environmental problems affecting the planet require urgent solutions; businesses are the indispensable engine of change; new corporate governance has become an absolute necessity in a global village where everyone is connected; social capitalism must replace unbridled liberalism; the search for profit is not incompatible with social actions. *Charismatic leader, brilliant businessman, self-taught self-made man and tireless philanthropist, Richard Branson's career path intrigues and fascinates you? Take advantage of the experiences and advice of the famous billionaire, Chairman and CEO of the global Virgin Group, to understand the keys to success for 21st century companies. *Buy now the summary of this book for the modest price of a cup of

coffee!

A celebration of fifty years of daring innovation at the iconic Virgin brand. There is only one brand that could start as a record company and evolve into an airline, a hotel chain, and a space-flight provider—and that brand is Virgin. Because of the daring vision and marketing genius of Richard Branson, Virgin has defied categorization and broken all the rules of business while creating one of the most recognizable companies of all time. This new volume is a celebration of fifty years of bold innovation at Virgin. Lavishly illustrated, it tells the story of the creation and development of a globally respected brand. More than a retrospective, this book gets to the very heart of the Virgin brand, telling the gutsy origin story while examining why audiences and consumers adore all things Virgin. *Virgin by Design* is for anyone interested in corporate identity, innovation, and stories of breaking the rules. With signature Virgin flair, this book includes chapters on being playful in business, risks without recklessness, collaboration, and using business to do good. Virgin companies past and present are featured, including those that were launched and closed, such as Virgin Cola and Virgin Brides, highlighting the company's resilience and spirit alongside its creativity and success.