

# Business Adventures John Brooks

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## The Go-Go Years

#1 NEW YORK TIMES BESTSELLER • A grand vision defined: The CEO of Disney, one of Time's most influential people of 2019, shares the ideas and values he embraced to reinvent one of the most

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beloved companies in the world and inspire the people who bring the magic to life. Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Twelve years later, Disney is the largest, most respected media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he's learned while running Disney and leading its 200,000 employees, and he explores the principles that are necessary for true leadership, including:

- Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming.
- Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity.
- Decisiveness. All decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale.
- Fairness. Treat people decently, with empathy, and be accessible to them.

This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-

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over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. “The ideas in this book strike me as universal” Iger writes. “Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives.”

### **The Adventures of Rusty**

How much further should the affluent world push its material consumption? Does relative dematerialization lead to absolute decline in demand for materials? These and many other questions are discussed and answered in *Making the Modern World: Materials and Dematerialization*. Over the course of time, the modern world has become dependent on unprecedented flows of materials. Now even the most efficient production processes and the highest practical rates of recycling may not be enough to result in dematerialization rates that would be high enough to negate the rising demand for materials generated by continuing population growth and rising standards of living. This book explores the costs of this dependence and the potential for substantial dematerialization of modern economies. *Making the Modern World: Materials and Dematerialization* considers the principal materials used throughout history, from wood and stone, through to metals, alloys, plastics and silicon, describing their extraction and production.

## **The Takeover Game**

From Wall Street to Main Street, John Brooks, longtime contributor to the New Yorker, brings to life in vivid fashion twelve classic and timeless tales of corporate and financial life in America. What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. John Brooks's insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known

## **The Team Secret**

J.F. (Jim) Straw began his business career when he was nine years old. Since then, his business activities have generated over \$500,000,000 in revenues. In his book *Mustard Seeds, Shovels, & Mountains*, Mr. Straw explains how he used what he calls "Physio-Psychic Power" to achieve such incredible success. If you learn nothing else from this book, learn that information only becomes knowledge when you use it and the information you have used or failed to use in

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the past is the reason you are where you are today. You can be your best friend—or your worst enemy. No one forces you to be what you are or do what you do (or don't do). What you have today is a direct result of what you did yesterday. What you will have tomorrow will be a direct result of what you do (or don't do) today. It's up to you...J.F. (Jim) Straw began his business career when he was nine years old. Since then, his business activities have generated over \$500,000,000 in revenues. In his book *Mustard Seeds, Shovels, & Mountains*, Mr. Straw explains how he used what he calls "Physio-Psychic Power" to achieve such incredible success. If you learn nothing else from this book, learn that information only becomes knowledge when you use it and the information you have used or failed to use in the past is the reason you are where you are today. You can be your best friend—or your worst enemy. No one forces you to be what you are or do what you do (or don't do). What you have today is a direct result of what you did yesterday. What you will have tomorrow will be a direct result of what you do (or don't do) today. It's up to you...

### **The Battle of Jutland**

*My Antonia* is a novel by an American writer Willa Cather. It is the final book of the "prairie trilogy" of novels, preceded by *O Pioneers!* and *The Song of the Lark*. The novel tells the stories of an orphaned boy from Virginia, Jim Burden, and Antonia Shimerda, the daughter of Bohemian immigrants. They are both became pioneers and settled in Nebraska in the end of the 19th century. The first year in the very new

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place leaves strong impressions in both children, affecting them lifelong. The narrator and the main character of the novel *My Antonia*, Jim grows up in Black Hawk, Nebraska from age 10 Eventually, he becomes a successful lawyer and moves to New York City.

### **Business Adventures**

Examines how investors are being exploited and deceived by both financial institutions and corporate America, discussing such topics as broker compensation, fair disclosure, and 401(k) investments.

### **Life Leverage**

A retrospective collection of "Fortune" articles on Warren Buffett from the past half century places them in context and provides fresh commentary to offer insight into the influential investor's views on such topics as management, philanthropy, and public policy.

### **The Perfectionists**

The revered New York Times bestselling author traces the development of technology from the Industrial Age to the Digital Age to explore the single component crucial to advancement—precision—in a superb history that is both an homage and a warning for our future. The rise of manufacturing could not have happened without an attention to precision. At

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the dawn of the Industrial Revolution in eighteenth-century England, standards of measurement were established, giving way to the development of machine tools—machines that make machines. Eventually, the application of precision tools and methods resulted in the creation and mass production of items from guns and glass to mirrors, lenses, and cameras—and eventually gave way to further breakthroughs, including gene splicing, microchips, and the Hadron Collider. Simon Winchester takes us back to origins of the Industrial Age, to England where he introduces the scientific minds that helped usher in modern production: John Wilkinson, Henry Maudslay, Joseph Bramah, Jesse Ramsden, and Joseph Whitworth. It was Thomas Jefferson who later exported their discoveries to the fledgling United States, setting the nation on its course to become a manufacturing titan. Winchester moves forward through time, to today's cutting-edge developments occurring around the world, from America to Western Europe to Asia. As he introduces the minds and methods that have changed the modern world, Winchester explores fundamental questions. Why is precision important? What are the different tools we use to measure it? Who has invented and perfected it? Has the pursuit of the ultra-precise in so many facets of human life blinded us to other things of equal value, such as an appreciation for the age-old traditions of craftsmanship, art, and high culture? Are we missing something that reflects the world as it is, rather than the world as we think we would wish it to be? And can the precise and the natural co-exist in society?

## Final Accounting

The definitive story of American health care today—its causes, consequences, and confusions. In March 2010, the Affordable Care Act was signed into law. It was the most extensive reform of America's health care system since at least the creation of Medicare in 1965, and maybe ever. The ACA was controversial and highly political, and the law faced legal challenges reaching all the way to the Supreme Court; it even precipitated a government shutdown. It was a signature piece of legislation for President Obama's first term, and also a ball and chain for his second. Ezekiel J. Emanuel, a professor of medical ethics and health policy at the University of Pennsylvania who also served as a special adviser to the White House on health care reform, has written a brilliant diagnostic explanation of why health care in America has become such a divisive social issue, how money and medicine have their own—quite distinct—American story, and why reform has bedeviled presidents of the left and right for more than one hundred years. Emanuel also explains exactly how the ACA reforms are reshaping the health care system now. He forecasts the future, identifying six mega trends in health that will determine the market for health care to 2020 and beyond. His predictions are bold, provocative, and uniquely well-informed. Health care—one of America's largest employment sectors, with an economy the size of the GDP of France—has never had a more comprehensive or authoritative interpreter.

## **The Moral Compass**

“Business Adventures remains the best business book I’ve ever read.” —Bill Gates, *The Wall Street Journal*

What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. Longtime *New Yorker* contributor John Brooks’s insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history repeats itself. Five additional stories on equally fascinating subjects round out this wonderful collection that will both entertain and inform readers . . . Business Adventures is truly financial journalism at its liveliest and best.

## **Plant Processing of Natural Gas**

The Go-Go Years "The Go-Go Years is not to be read in the usual manner of Wall Street classics. You do not read this book to see our presentsituation reenacted

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in the past, with only the names changed. You read it because it is a wonderful description of the way things were in a different time and place." --From the Foreword by Michael Lewis

The Go-Go Years is the harrowing and humorous story of the growth stocks of the 1960s and how their meteoric rise caused a multitude of small investors to thrive until the devastating market crashes in the 1970s. It was a time when greed drove the market and fast money was being made and lost as the "go-go" stocks surged and plunged. Included are the stories of such high-profile personalities as H. Ross Perot who lost \$450 million in one day, Saul Steinberg's attempt to take over Chemical Bank, and the fall of America's "Last Gatsby," Eddie Gilbert.

Praise for The Go-Go Years

"Those for whom the stock market is mostly a spectator sport will relish the book's verve, color, and memorable one-liners." --New York Review of Books

"Please don't take The Go-Go Years too much for granted: as effortlessly as it seems to fly, it is nonetheless an unusually complex and thoughtful work of social history." --New York Times

"Brooks's great contribution is his synthesis of all the elements that made the 1960s the most volatile in Wall Street history . . . and making so much material easily digestible for the uninitiated." --Publishers Weekly

"Brooks is about the only writer around who combines a thorough knowledge of finance with the ability to perceive behind the dance of numbers 'high, pure, moral melodrama on the themes of possession, domination, and belonging.'" --Time

### **The Fifteen Percent**

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This new book reviews critically recent studies of fire control, and describes the essentials of naval gunnery in the dreadnought era. With a foreword by Professor Andrew Lambert, it shows how, in 1913, the Admiralty rejected Arthur Pollen's Argo system for the Dreyer fire control tables. Many naval historians now believe that, consequently, British dreadnoughts were fitted with a system that, despite being partly plagiarised from Pollen's, was inferior: and that the Dreyer Tables were a contributory cause in the sinking of Indefatigable and Queen Mary at Jutland. This book provides new and revisionist accounts of the Dreyer/Pollen controversy, and of gunnery at Jutland. In fire control, as with other technologies, the Royal Navy had been open, though not uncritically, to innovations. The Dreyer Tables were better suited to action conditions (particularly those at Jutland). Beatty's losses were the result mainly of deficient tactics and training: and his battlecruisers would have been even more disadvantaged had they been equipped by Argo. It follows the development of the Pollen and Dreyer systems, refutes the charges of plagiarism and explains Argo's rejection. It outlines the German fire control system: and uses contemporary sources in a critical reassessment of Beatty's tactics throughout the Battle of Jutland.

### **The First Rays of Sun**

Presents a humorous view of contemporary American life, manners, and values, sardonically exposing the social pretensions, strange customs, and status symbols of our modern society

## **A Confederacy of Dunces**

Business Adventures (1969) by journalist John Brooks is a collection of 12 nonfiction stories about American business and high finance. Each story explores a different subject, including eccentric leaders and their successes, failures, and legal quandaries. Purchase this in-depth summary to learn more.

## **Showing Off in America**

From the New York Times–bestselling author of Business Adventures comes the chronicle of the stock market crash of 1929 and its aftermath Legend had it that anyone who passed through Golconda, a city in southern India, attained tremendous wealth. But Golconda, now in ruins, ran out of riches, and its glory vanished forever. Some have painted a similar picture of Wall Street between the two world wars. But there is more to the story of the bull market of the 1920s and the ensuing economic devastation that befell the United States. In fascinating detail, distinguished journalist John Brooks recounts the euphoric financial climb of the twenties as well as the vertiginous crash of 1929. From the heady days of economic prosperity to the sobering time after the collapse, Brooks’s rendering of this tale of vast fortune and then tragic misfortune is both dramatic and percipient. Profiling some of the era’s most famous—and infamous—bankers, traders, and hucksters, Brooks gives a stunning and colorful account of this period of boom and bust.

## **Business Adventures**

Lawyer turned entrepreneur Terry Giles explains what sets high achievers (“the fifteen percent”) apart from those who don’t quite make it. This is a riveting story of what it takes to win and keep winning—in business and in life—from one of America’s most successful entrepreneurs, with a foreword by Secretary of Housing and Urban Development Dr. Ben Carson. On the surface, Terry Giles has a classic American success story. By 30, he built one of the largest criminal defense firms and generated tens of millions in revenue working with high profile clients. By 34, he left the legal profession and achieved even greater success as an entrepreneur, seemingly overnight. But as Giles observes in *The Fifteen Percent*, no one goes through life without facing serious obstacles. Speaking from his own hard-won experience from a difficult upbringing to America’s loftiest boardrooms, Giles answers the question that took him years to answer: Why do some people overcome hardships while others do not? Citing research that fifteen percent of those individuals who face adversity and hardship are able to rise above the despair and succeed above all odds, Giles uses examples from his career and life to illustrate why and how this phenomenon occurs. From his childhood in the Missouri Ozarks, to defending the victims of child sex abuse, to creating a plethora of business enterprises, and even organizing a presidential campaign, he learns from experience the traits that define “the fifteen percent.” Even more important, in each chapter you will learn valuable skills including

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fearlessness; embracing underdog status; visualizing the future; and positive thinking; proving that you do not have to be a victim of bad circumstances to adopt the superpowers of “the fifteen percent.”

Entertaining, inspiring, and full of useful insights you'll turn to again and again, *The Fifteen Percent* will help you overcome whatever's holding you back, so you can achieve lasting success in business and in life.

### **The Upstarts**

'The best business book I've ever read.' Bill Gates, *Wall Street Journal* 'The Michael Lewis of his day.' *New York Times* What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety. These notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. John Brooks's insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history really does repeat itself. This business classic written by longtime *New Yorker* contributor John Brooks is an insightful

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and engaging look into corporate and financial life in America.

### **Once in Golconda**

This is a major new account of the Battle of Jutland, the key naval battle of the First World War in which the British Grand Fleet engaged the German High Seas Fleet off the coast of Denmark in 1916.

Beginning with the building of the two fleets, John Brooks reveals the key technologies employed, from ammunition, gunnery and fire control, to signalling and torpedoes, as well as the opposing commanders' tactical expectations and battle orders. In describing Jutland's five major phases, he offers important new interpretations of the battle itself and how the outcome was influenced by technology, as well as the tactics and leadership of the principal commanders, with the reliability of their own accounts of the fighting reassessed. The book draws on contemporary sources which have rarely been cited in previous accounts, including the despatches of both the British and German formations, along with official records, letters and memoirs.

### **Tell Me Everything**

Rusty, the boy whose stories have charmed and entertained children for years, brings together his best adventures in one volume! From the time he was a boy living with his grandparents in Dehra, surrounded by an assortment of odd animals, people and relatives, to when he gets sent away to school,

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then makes his way to London and becomes a writer, Rusty's had more adventures than we can count. This omnibus edition contains his best, funniest, most exciting escapades. In these pages, there's Toto, the monkey that travelled in a bag on a train; an encounter with a leopard; life as a young writer in faraway London; and the return home to roots that were always loved and never forgotten. An evergreen classic of children's writing in India, *The Adventures of Rusty* will be enjoyed like never before.

### **The Outsiders**

Exploring the multimillion-dollar merger wars, the award-winning author analyzes the operations of the high-stakes merger game fueled by investment bankers on Wall Street

### **The Games Players**

A New York Times Notable Book for 2011 A Boston Globe Best Fiction Book of 2011 The great panoramic social novel that Los Angeles deserves—a twenty-first century, West Coast Bonfire of the Vanities by the only writer qualified to capture the city in all its glory and complexity With *The Barbarian Nurseries*, Héctor Tobar gives our most misunderstood metropolis its great contemporary novel, taking us beyond the glimmer of Hollywood and deeper than camera-ready crime stories to reveal Southern California life as it really is, across its vast, sunshiny sprawl of classes, languages, dreams, and ambitions. Araceli is the live-in maid in the Torres-Thompson household—one of

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three Mexican employees in a Spanish-style house with lovely views of the Pacific. She has been responsible strictly for the cooking and cleaning, but the recession has hit, and suddenly Araceli is the last Mexican standing—unless you count Scott Torres, though you'd never suspect he was half Mexican but for his last name and an old family photo with central L.A. in the background. The financial pressure is causing the kind of fights that even Araceli knows the children shouldn't hear, and then one morning, after a particularly dramatic fight, Araceli wakes to an empty house—except for the two Torres-Thompson boys, little aliens she's never had to interact with before. Their parents are unreachable, and the only family member she knows of is Señor Torres, the subject of that old family photo. So she does the only thing she can think of and heads to the bus stop to seek out their grandfather. It will be an adventure, she tells the boys. If she only knew . . . With a precise eye for the telling detail and an unerring way with character, soaring brilliantly and seamlessly among a panorama of viewpoints, Tobar calls on all of his experience—as a novelist, a father, a journalist, a son of Guatemalan immigrants, and a native Angeleno—to deliver a novel as broad, as essential, as alive as the city itself.

### **Take on the Street**

A collection of true stories about money, the stock market, and high finance from the Gerald Loeb Award-winning “unbelievable business writer” (Bill Gates). For decades, author and *New Yorker* staff writer John Brooks was renowned for his keen

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intelligence, in-depth knowledge, and uniquely engaging approach to the dramas and personalities of the financial and business worlds. With a style of prose that “turns potentially eye-glazing topics . . . into rollicking narratives,” Brooks proved that even the bottom line can be moving, hilarious, and infuriating all at once (Slate). Here are three of his most fascinating works, which still resonate today.

**Business Adventures:** This collection of entertaining short features is a brilliant example of Brooks’s talents, covering subjects such as the Edsel disaster, the rise of Xerox, and how corruption may be an irreparable part of the corporate world. “Brooks’s deeper insights about business are just as relevant today as they were back then.” —Bill Gates, *The Wall Street Journal*

**Once in Golconda:** An incisively examined chronicle of the euphoric financial climb of the twenties, the ruinous stock market crash of 1929, and the unbelievable hardship and suffering that followed in its wake. “Brooks is truly willing to give up his own views to get inside the mind of all his subjects.” —National Review

**The Go-Go Years:** A humorous look at the staggering “go-go” growth of the 1960s stock market and the ensuing crashes of the 1970s in which fortunes were made overnight and lost even faster. “An unusually complex and thoughtful work of social history.” —The New York Times

## **Making the Modern World: Materials and Dematerialization**

What if the real key to a richer and more fulfilling

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career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter—solution is simply to remain small? This book explains how to do just that.

Company of One is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion. Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly demands more productivity, more output, and more growth. In Company of One, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

## Joseph Smith

You are just one small step away from the life you know you deserve. It's time to leverage your life. Life Leverage means taking control of your life, easily balancing your work and free time, making the most money with the minimum time input & wastage, and living a happier and more successful life. Using Rob Moore's remarkable Life Leverage model, you'll quickly banish & outsource all your confusion, frustration and stress & live your ideal, globally mobile life, doing more of what you love on your own terms. Learn how to: - Live a life of clarity & purpose, merging your passion & profession - Make money & make a difference, banishing work unhappiness - Use the fast-start wealth strategies of the new tech-rich - Maximise the time you have; don't waste a moment by outsourcing everything - Leverage all the things in your life that don't make you feel alive 'This book shows you how to get more done, faster and easier than you ever thought possible. A great book that will change your life'. Brian Tracy, bestselling author of Eat That Frog

## Business Adventures

The Moral Compass presents a model of morality as a guide to valuesbased leadership. In a free, pluralist society, diverse stakeholders with competing moral claims present serious challenges to the strategic momentum of business, government, NGOs, and community organizations. Leaders need to know how to manage these challenges effectively. The Moral

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Compass is their guide. As recent history has repeatedly demonstrated, leaders who avoid, impose, or gloss over the centrality of values in realizing a strategic vision can produce severely flawed outcomes such as loss of confidence, corruption, and market failure. The Moral Compass provides leaders with effective tools to manage this complex, strategic environment by engaging directly with stakeholders to clarify and articulate normative values without privileging or diminishing specific moral traditions. The Moral Compass is rich blend of scholarship, practical wisdom, and usable tools. It is a readable, accessible book that draws from a range of scholarship in humanities, business, science, and social sciences to explain the dynamics of human morality. Academically oriented readers will find intellectually challenging resources and references. Pragmatic readers will be able to use this knowledge to cultivate a robust personal moral compass as a leadership tool for building ethical teams, practice groups, and organizational cultures, for framing and managing moral dilemmas, and for conducting an ethical discernment and decisionmaking process. Ethics in business and leadership studies is emerging as a rich field for scholarship. As an active business faculty member in the field, Dr Thompson is familiar with the published literature of colleagues in the Society for Business Ethics, the International Society for Business Ethics and Economics, the Academy of Management, and the American Philosophical Association. As a blend of theory and practice, The Moral Compass is unique among business ethics books in providing a framework for including and managing the volatility of ethical issues arising from

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tensions between traditional religious and modern secular morality. Rather than avoid these conflicts, the book anchors their source in the inherent complexity of human neurochemistry, individuation, and socialization as a context for moral meaning and conscience. The book includes numerous exercises in reflection, dialogue, and discernment that enable readers to find common moral ground with people from divergent wisdom traditions. The book synthesizes a wide range of knowledge in a presenting practical model for moral discernment, dialogue, and decision making.

### **Dreadnought Gunnery and the Battle of Jutland**

The instant New York Times Bestseller #1 Wall Street Journal Business Bestseller Instant Washington Post Bestseller "Brimms with a surprising amount of insight and practical advice." --The Wall Street Journal Daniel H. Pink, the #1 bestselling author of Drive and To Sell Is Human, unlocks the scientific secrets to good timing to help you flourish at work, at school, and at home. Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of "when" decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork. Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science. Drawing on a rich trove of research from psychology, biology, and economics, Pink reveals how best to live,

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work, and succeed. How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically improve student test scores? How can we turn a stumbling beginning into a fresh start? Why should we avoid going to the hospital in the afternoon? Why is singing in time with other people as good for you as exercise? And what is the ideal time to quit a job, switch careers, or get married? In *When*, Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer, more engaged lives.

### **My Antonia**

### **Summary of John Brooks's Business Adventures by Swift Reads**

Winner of the Pulitzer Prize "A masterwork . . . the novel astonishes with its inventiveness . . . it is nothing less than a grand comic fugue."—The New York Times Book Review *A Confederacy of Dunces* is an American comic masterpiece. John Kennedy Toole's hero, one Ignatius J. Reilly, is "huge, obese, fractious, fastidious, a latter-day Gargantua, a Don Quixote of the French Quarter. His story bursts with wholly original characters, denizens of New Orleans' lower depths, incredibly true-to-life dialogue, and the zaniest series of high and low comic adventures" (Henry Kisor, Chicago Sun-Times).

## **Business Adventures**

A “must-read” (Booklist) from Harvard Business School Professor and Codirector of the Harvard Kennedy School’s Center for Public Leadership: A guide to making better decisions, noticing important information in the world around you, and improving leadership skills. Imagine your advantage in negotiations, decision-making, and leadership if you could teach yourself to see and evaluate information that others overlook. *The Power of Noticing* provides the blueprint for accomplishing precisely that. Max Bazerman, an expert in the field of applied behavioral psychology, draws on three decades of research and his experience instructing Harvard Business School MBAs and corporate executives to teach you how to notice and act on information that may not be immediately obvious. Drawing on a wealth of real-world examples and using many of the same case studies and thought experiments designed in his executive MBA classes, Bazerman challenges you to explore your cognitive blind spots, identify any salient details you are programmed to miss, and then take steps to ensure it won’t happen again. His book provides a step-by-step guide to breaking bad habits and spotting the hidden details that will change your decision-making and leadership skills for the better, teaching you to pay attention to what didn’t happen, acknowledge self-interest, invent the third choice, and realize that what you see is not all there is. While many bestselling business books have explained how susceptible to manipulation our irrational cognitive blind spots make us, Bazerman helps you avoid the

habits that lead to poor decisions and ineffective leadership in the first place. With *The Power of Noticing* at your side, you can learn how to notice what others miss, make wiser decisions, and lead more successfully.

### **The Ride of a Lifetime**

*Final Accounting* exposes the slow deterioration of values that led not only to Enron but also to the earlier financial scandals of other Andersen clients, including Sunbeam and Waste Management, and illustrates the practices that paved the way for the accounting fiascos at WorldCom and other major companies."

### **Company of One**

'The best business book I've ever read.' Bill Gates, *Wall Street Journal* 'The Michael Lewis of his day.' *New York Times* What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety. These notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. John Brooks's insightful reportage is so full of

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personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history really does repeat itself. This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging look into corporate and financial life in America.

### **Summary of "Playing with Fire" by Scott Rieckens - Free book by QuickRead.com**

In the southwestern corner of the country once known as France, the future looks bleak for Earth's survivors. Without any borders or countries, there are only tribes trying to stay alive. Following numerous disasters, the remaining people have established themselves as hunters and gatherers. They are also warriors, ready to defend and kill when necessary. Garr, together with her brother, were once fearsome warriors. After meeting a wise older man who guides her into maturity, Garr's life is changed forever. She becomes the partner of a nomadic tribe's leader and works to change the future. The stunning futuristic novel *The First Rays of Sun* follows Garr in this new world order where the rules of society are being rewritten. The story takes Garr forward from a world of base survival and brutality, to the growth and development of a functioning kingdom. An adventure of mind and spirit, the story repeats the journey taken by societies and peoples throughout history. What will this new world look like?

## Tap Dancing to Work

It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

## When: The Scientific Secrets of Perfect Timing

Want more free books like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn how to gain financial independence by joining the FIRE movement and investing in your future and retiring early. What does your life look like right now? Do you wake up, go to work, do your work duties, leave at 5:00, head home, cook dinner, and then start over again tomorrow? How long do you plan to live this life? Until you turn 65? Well, with the FIRE approach you can achieve financial independence much quicker. FIRE stands for Financially Independent Retire Early and the basis is to simply cut down your yearly spending and invest your savings. Through compound interest and the right investments, you can achieve enough wealth to fund your lifestyle for an eternity! Sounds too good to be true, but anyone can achieve financial independence by following the FIRE approach. Playing With FIRE follows Scott Reickens and his family as they begin their new lifestyle change. Learn about Scott's firsthand experience in adopting the FIRE ideals and see how you can cut down your own

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spending, align your spending habits with your values, and gain financial independence in record time.

### **Mustard Seeds, Shovels, & Mountains**

### **Reinventing American Health Care**

Reproduction of the original: Joseph Smith by B.H. Roberts

### **The Fate of the Edsel and Other Business Adventures**

### **The Barbarian Nurseries**

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-

confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

### **The Wizards of Wall Street**

The South African Special Forces achieved exceptional results with small groups of elite soldiers instead of larger, conventional teams. The Team Secret shows that the same principle applies in the business world – a small team has a much better chance of completing projects efficiently, on budget and on time. Teams, rather than individuals, form the DNA of many companies and they play a pivotal role in achieving strategic and financial success. Like Special Forces teams, they must function as a well-oiled machine firing on all cylinders. Koos Stadler tells in captivating detail about a real-life Special Forces operation and the lessons learnt about team dynamics and achieving the goal. His story, combined with anecdotes from Anton Burger's experiences as a team leader in different work environments, show the many lessons the business world can take from the Special Forces. The book identifies the key characteristics of an effective team, how to select the right team members, how to inculcate an ethos

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centred around team principles and how an effective team should be led. It speaks to both team members and team leaders across all managerial levels - from a team leader in a call centre to a project manager or CEO. In short: To fast-track your business, shape up your teams!

### **The Power of Noticing**

Social media meets Amelie in this perfect romantic comedy from First Draft podcast creator and YA lit rising star Sarah Enni.

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