

The 4 Billion Dollar Tweet

Bullshit isn't what it used to be. Now, two science professors give us the tools to dismantle misinformation and think clearly in a world of fake news and bad data. "A modern classic . . . a straight-talking survival guide to the mean streets of a dying democracy and a global pandemic."—Wired Misinformation, disinformation, and fake news abound and it's increasingly difficult to know what's true. Our media environment has become hyperpartisan. Science is conducted by press release. Startup culture elevates bullshit to high art. We are fairly well equipped to spot the sort of old-school bullshit that is based in fancy rhetoric and weasel words, but most of us don't feel qualified to challenge the avalanche of new-school bullshit presented in the language of math, science, or statistics. In *Calling Bullshit*, Professors Carl Bergstrom and Jevin West give us a set of powerful tools to cut through the most intimidating data. You don't need a lot of technical expertise to call out problems with data. Are the numbers or results too good or too dramatic to be true? Is the claim comparing like with like? Is it confirming your personal bias? Drawing on a deep well of expertise in statistics and computational biology, Bergstrom and West exuberantly unpack examples of selection bias and muddled data visualization, distinguish between correlation and causation, and examine the susceptibility of science to modern bullshit. We have always needed people who call bullshit when necessary, whether within a circle of friends, a community of scholars, or the citizenry of a nation. Now that bullshit has evolved, we need to relearn the art of skepticism.

Named by *The Washington Post* as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, *Powerful: Building a Culture of Freedom and Responsibility*, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. *Powerful* will change how you think about work and the way a business should be run.

President Donald J. Trump lays out his professional and personal worldview in this classic work—a firsthand account of the rise of America's foremost deal-maker. "I like thinking big. I always have. To me it's very simple: If you're going to be thinking anyway, you might as well think big."—Donald J. Trump Here is Trump in action—how he runs his organization and how he runs his life—as he meets the people he needs to meet, chats with family and friends, clashes with enemies, and challenges conventional thinking. But even a maverick plays by rules, and Trump has formulated time-tested guidelines for success. He isolates the common elements in his greatest accomplishments; he shatters myths; he names names, spells out the zeros, and fully reveals the deal-maker's art. And throughout, Trump talks—really talks—about how he does it. *Trump: The Art of the Deal* is an unguarded look at the mind of a brilliant entrepreneur—the ultimate read for anyone interested in the man behind the spotlight. Praise for *Trump: The Art of the Deal* "Trump makes one believe for a moment in the American dream again."—*The New York Times* "Donald Trump is a deal maker. He is a deal maker the way lions are carnivores and water is wet."—*Chicago Tribune* "Fascinating . . . wholly absorbing . . . conveys Trump's larger-than-life demeanor so vibrantly that the reader's attention is instantly and fully claimed."—*Boston Herald* "A chatty, generous, chutzpa-filled autobiography."—*New York Post*

She's no killer. She's just taking out the trash. Don't call Lucy Kendall a serial killer. She's fighting for the innocent, and she'll do whatever it takes to bring justice. When a child disappears, Lucy quickly discovers the link to a predator she's faced before—a man the state of Pennsylvania decided to turn loose on the streets. Determined to find the little girl and put a criminal behind bars for good, Lucy forces her way onto the case. As the search for the kidnapped child pulls Lucy into a web of evil beyond her darkest imagination, she'll have to face her own dark truths to save the little girl—and herself. Packed with suspense, *All Good Deeds* is a dark psychological thriller with a finely crafted mystery that takes readers into the deepest recesses of the human psyche.

This book takes a social science approach to address two related questions: (1) what does Donald Trump say on Twitter? and (2) why? Since entering the 2016 Presidential Election, Donald Trump's tweets have been a major part of his communications strategy with the public. While the popular media has devoted considerable attention to selected tweets, it is less clear what those selected tweets tell us about Trump the businessman, the political candidate, and, finally, the President of the United States. We argue that to fully understand Trump, we must take a more comprehensive approach to examining all of his activities on Twitter. Overall, our analysis presents a strikingly complex picture of Trump and how he uses Twitter. Not only has his pattern of tweets changed over time, we find that Trump's use of Twitter is more deliberate than he has been given credit. Like most other politicians, Trump is strategically-minded about his presence on social media.

A one-armed computer technician, a radical blonde bombshell, an aging academic, and a sentient all-knowing computer lead the lunar population in a revolution against Earth's colonial rule

A deeply-reported examination of why "doing what you love" is a recipe for exploitation, creating a new tyranny of work in which we cheerily acquiesce to doing jobs that take over our lives. You're told that if you "do what you love, you'll never work a day in your life." Whether it's working for "exposure" and "experience," or enduring poor treatment in

the name of "being part of the family," all employees are pushed to make sacrifices for the privilege of being able to do what we love. In *Work Won't Love You Back*, Sarah Jaffe, a preeminent voice on labor, inequality, and social movements, examines this "labor of love" myth -- the idea that certain work is not really work, and therefore should be done out of passion instead of pay. Told through the lives and experiences of workers in various industries -- from the unpaid intern, to the overworked teacher, to the nonprofit worker and even the professional athlete -- Jaffe reveals how all of us have been tricked into buying into a new tyranny of work. As Jaffe argues, understanding the trap of the labor of love will empower us to work less and demand what our work is worth. And once freed from those binds, we can finally figure out what actually gives us joy, pleasure, and satisfaction.

A monster-hunter teams up with super-powered teens to protect her brother in this fast-paced adventure novel that's X-Men meets Men in Black. Lori Fisher hunts monsters. Not with a sword or a gun, but with an interdimensional creature called Handler. Together they take down "feeders"—aliens who prey on mankind. When Lori touches a feeder, Handler's impossibly large jaws appear and drag the beast into another dimension. It's a living—or was, until a job for the Lake Foundation goes wrong, and Lori stumbles across the Nix, a group of mutant teenagers held captive on the docks. Now the Lake Foundation is hunting Lori, and if they find Lori, they find Ben, the brother Lori would do anything to protect. There's only one thing to do: strike first. Lori teams up with the Nix to take on Lake, and to discover why the Nix were kidnapped in the first place. But as she watches their powers unfold, Lori realizes the Nix are nothing like her. She has no powers. She has...Handler. Maybe she's not the monster hunter after all. Maybe she's just the bait.

THE SOCIAL MEDIA LANDSCAPE WILL NEVER STOP CHANGING. ARE YOU READY TO CHANGE WITH IT? An eternally shape-shifting animal, social media will impact our lives for decades in ways we can't even begin to imagine. What was once a venue to communicate with friends and family has turned into an entity where users can play a role in helping solve climate change, bringing new products to the marketplace, and positively affecting society's ills. Since founding his company Hootsuite in 2013, Ryan Holmes has eaten, slept, and breathed all that is social media, and he is the ideal person to address how the social media paradigm has disrupted--mostly in a good way--humanity as we know it. As the United States deals with a pandemic and societal unrest, social media has become more crucial than ever, and Holmes' incisive combination of history and future-think will help businesspeople and non-businesspeople alike understand and navigate the ever-evolving electronic world in which we live.

The #1 New York Times bestseller—Now a Major Motion Picture from Paramount Pictures From the author of *The Blind Side* and *Moneyball*, *The Big Short* tells the story of four outsiders in the world of high-finance who predict the credit and housing bubble collapse before anyone else. The film adaptation by Adam McKay (*Anchorman I and II*, *The Other Guys*) features Academy Award® winners Christian Bale, Brad Pitt, Melissa Leo and Marisa Tomei; Academy Award® nominees Steve Carell and Ryan Gosling. When the crash of the U.S. stock market became public knowledge in the fall of 2008, it was already old news. The real crash, the silent crash, had taken place over the previous year, in bizarre feeder markets where the sun doesn't shine and the SEC doesn't dare, or bother, to tread. Who understood the risk inherent in the assumption of ever-rising real estate prices, a risk compounded daily by the creation of those arcane, artificial securities loosely based on piles of doubtful mortgages? In this fitting sequel to *Liar's Poker*, Michael Lewis answers that question in a narrative brimming with indignation and dark humor.

Much of the data available today is unstructured and text-heavy, making it challenging for analysts to apply their usual data wrangling and visualization tools. With this practical book, you'll explore text-mining techniques with *tidytext*, a package that authors Julia Silge and David Robinson developed using the tidy principles behind R packages like *ggraph* and *dplyr*. You'll learn how *tidytext* and other tidy tools in R can make text analysis easier and more effective. The authors demonstrate how treating text as data frames enables you to manipulate, summarize, and visualize characteristics of text. You'll also learn how to integrate natural language processing (NLP) into effective workflows. Practical code examples and data explorations will help you generate real insights from literature, news, and social media. Learn how to apply the tidy text format to NLP Use sentiment analysis to mine the emotional content of text Identify a document's most important terms with frequency measurements Explore relationships and connections between words with the *ggraph* and *widyr* packages Convert back and forth between R's tidy and non-tidy text formats Use topic modeling to classify document collections into natural groups Examine case studies that compare Twitter archives, dig into NASA metadata, and analyze thousands of Usenet messages

NEW YORK TIMES BESTSELLER "A masterful book." —Marc Levinson, *The Washington Post* "A juicy tour of the company Bezos built."—*The New York Times Book Review* From the bestselling author of *The Everything Store*, an unvarnished picture of Amazon's unprecedented growth and its billionaire founder, Jeff Bezos, revealing the most important business story of our time. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to well over a trillion dollars. Jeff Bezos's empire, once housed in a garage, now spans the globe. Between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of *The Washington Post*, it's impossible to go a day without encountering its impact. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents a deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions; who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and revelatory, Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

The definitive guide to the modern world of competitive gaming and the official history of Esports™. Almost overnight, esports—or competitive video games—have exploded into the largest entertainment and sporting phenomenon in human history. *The Book of Esports* answers: What exactly are esports, and how did they become so popular so quickly? Why did blockbuster video games like *League of Legends*, *Fortnite* and *Starcraft* succeed? Where exactly is all this video gaming headed? What do gamers and college students need to know to position themselves for success in the industry? How do you create a billion-dollar esports business? What strategic choices drive success in the modern gaming industry? Can video games really get your kid into college? (All expenses paid, of course...) Whether you are a lifelong gamer, a curious *Fortnite* parent, or a businessperson seeking to understand the marketing opportunities of this multibillion-dollar phenomenon, *The Book of Esports* charts the rise of this exciting new industry, for the first time ever crafting a comprehensive overview of esports and its implications for human competition—and even the future of humanity itself. Gaming luminary and Harvard MBA William Collis has painstakingly translated esports' mysteries into a detailed and accessible testament for today. Featuring select interviews from the biggest names in the industry, *The Book of Esports* weaves tales of trust, betrayal, and superhuman reflexes into predictive frameworks, explaining exactly why our industry looks the way it does, and how all this growth—and more—is inevitable as the divide between man and machine blurs into oblivion.

Every president has their own way of getting their message to their constituents. From President Franklin D. Roosevelt's fireside chats to President Barack Obama's use of social media, each president has found their own way to communicate with the American People. Twitter has been the choice of our 45th president and here are his tweets....

The hilarious New York Times bestseller “sharply observes the lives of globe-trotting, overindulging investment bankers” (Entertainment Weekly). “Some chick asked me what I would do with 10 million bucks. I told her I’d wonder where the rest of my money went.” —@GSElevator For three years, the notorious @GSElevator Twitter feed offered a hilarious, shamelessly voyeuristic look into the real world of international finance. Hundreds of thousands followed the account, Goldman Sachs launched an internal investigation, and when the true identity of the man behind it all was revealed, it created a national media sensation—but that’s only part of the story. Where @GSElevator captured the essence of the banking elite with curated jokes and submissions overheard by readers, Straight to Hell adds John LeFevre’s own story—an unapologetic and darkly funny account of a career as a globe-conquering investment banker spanning New York, London, and Hong Kong. Straight to Hell pulls back the curtain on a world that is both hated and envied, taking readers from the trading floors and roadshows to private planes and after-hours overindulgence. Full of shocking lawlessness, boyish antics, and win-at-all-costs schemes, this is the definitive take on the deviant, dysfunctional, and absolutely excessive world of finance. “Shocking and sordid—and so much fun.” —Daily News (New York) “LeFevre’s workplace anecdotes include tales of nastiness, sabotage, favoritism, sexism, racism, expense-account padding, and legally questionable collusion.” —The New Yorker

Bitcoin, the landmark digital money and financial technology, has spawned a global social movement with utopian ambitions. The notion of a new currency, maintained by the computers of users around the world, has been the butt of many jokes, but that has not stopped it from growing into a technology worth billions of dollars, supported by the hordes of followers who have come to view it as the most important new idea since the creation of the Internet. Believers from Beijing to Buenos Aires see the potential for a financial system free from banks and governments, and a new global currency for the digital age. An unusual tale of group invention, Digital Gold tells the story of the colorful characters who have built Bitcoin, including a Finnish college student; an Argentinian millionaire; a Chinese entrepreneur; Tyler and Cameron Winklevoss; Bitcoin’s elusive creator, Satoshi Nakamoto; and the founder of the Silk Road online drug market, Ross Ulbricht. With Digital Gold, New York Times reporter Nathaniel Popper offers a brilliant and engrossing account of this new technology. At each step of the way, Bitcoin has provided one of the most fascinating tests of how money works, who benefits from it, and what it might look like in the future.

Billionaires are extremely rare, and their mindset differs hugely from ordinary millionaires. The author worked with some of the very best entrepreneurs and distilled their secrets into 20 principles that enabled them to start from zero and create billions in value. This book gives you the roadmap to follow their path to extreme wealth and success.

Prepare to be shocked. From the man The Wall Street Journal hailed as a "Swiftean satirist" comes the most shocking book ever written! The Borowitz Report: The Big Book of Shockers, by award-winning fake journalist Andy Borowitz, contains page after page of "news stories" too hot, too controversial, too -- yes, shocking -- for the mainstream press to handle. Sample the groundbreaking reporting from the news organization whose motto is "Give us thirty minutes -- we'll waste it."

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

“[Red Notice] does for investing in Russia and the former Soviet Union what Liar’s Poker did for our understanding of Salomon Brothers, Wall Street, and the mortgage-backed securities business in the 1980s. Browder’s business saga meshes well with the story of corruption and murder in Vladimir Putin’s Russia, making Red Notice an early candidate for any list of the year’s best books” (Fortune). “Part John Grisham-like thriller, part business and political memoir.” —The New York Times This is a story about an accidental activist. Bill Browder started out his adult life as the Wall Street maverick whose instincts led him to Russia just after the breakup of the Soviet Union, where he made his fortune. Along the way he exposed corruption, and when he did, he barely escaped with his life. His Russian lawyer Sergei Magnitsky wasn’t so lucky: he ended up in jail, where he was tortured to death. That changed Browder forever. He saw the murderous heart of the Putin regime and has spent the last half decade on a campaign to expose it. Because of that, he became Putin’s number one enemy, especially after Browder succeeded in having a law passed in the United States—the Magnitsky Act—that punishes a list of Russians implicated in the lawyer’s murder. Putin famously retaliated with a law that bans Americans from adopting Russian orphans. A financial caper, a crime thriller, and a political crusade, Red Notice is the story of one man taking on overpowering odds to change the world, and also the story of how, without intending to, he found meaning in his life.

A Wall Street Journal Business Bestseller “A deeply reported and business-savvy chronicle of Tesla's wild ride.” —Walter Isaacson, New York Times Book Review Power Play is the riveting inside story of Elon Musk and Tesla's bid to build the world's greatest car—from award-winning Wall Street Journal tech and auto reporter Tim Higgins Elon Musk is among the most controversial titans of Silicon Valley. To some he's a genius and a visionary; to others he's a mercurial huckster. Billions of dollars have been gained and lost on

his tweets; his personal exploits are the stuff of tabloids. But for all his outrageous talk of mind-uploading and space travel, his most audacious vision is the one closest to the ground: the electric car. When Tesla was founded in the 2000s, electric cars were novelties, trotted out and thrown on the scrap heap by carmakers for more than a century. But where most onlookers saw only failure, a small band of Silicon Valley engineers and entrepreneurs saw opportunity. The gas-guzzling car was in need of disruption. They pitted themselves against the biggest, fiercest business rivals in the world, setting out to make a car that was quicker, sexier, smoother, cleaner than the competition. But as the saying goes, to make a small fortune in cars, start with a big fortune. Tesla would undergo a hellish fifteen years, beset by rivals, pressured by investors, hobbled by whistleblowers, buoyed by its loyal supporters. Musk himself would often prove Tesla's worst enemy—his antics more than once took the company he had initially funded largely with his own money to the brink of collapse. Was he an underdog, an antihero, a conman, or some combination of the three? Wall Street Journal tech and auto reporter Tim Higgins had a front-row seat for the drama: the pileups, wrestling for control, meltdowns, and the unlikeliest outcome of all, success. A story of power, recklessness, struggle, and triumph, *Power Play* is an exhilarating look at how a team of eccentrics and innovators beat the odds—and changed the future.

Social media is coming for you? ready or not. It might be a viral video or a rogue employee or a media query. Or it could be the POTUS, singling out your company in a 2 a.m. Twitter rant. So this little book will answer some big questions: Why does social media matter for CEOs and how do I do it right?

This book constitutes the refereed proceedings of the 16th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2015, held in Albi, France, in October 2015. The 61 revised papers were carefully selected from 126 submissions. They provide a comprehensive overview of identified challenges and recent advances in various collaborative network (CN) domains and their applications, with a strong focus on the following areas: risks in collaborative networks; agility and resilience in collaborative networks; collaboration frameworks; logistics and transportation; innovation networks; governance in collaborative networks; collaborative communities; information and assets sharing; business processes; performance and optimization; and network formation.

Do you have the key to building a billion-dollar business in an emerging economy? The entrepreneurs in this book do. *Unlocking Unicorns* features diverse stories from successful billion-dollar startup founders in Africa, Asia, and the Middle East. Learn about how the internet is revolutionizing non-Western countries and corporations through stories that touch on: Philosophies such as "Guanxi" and mental models such as the "Regret Minimization Framework" The journeys of ten diverse entrepreneurs including Jack Ma (founder of Alibaba), Kiran Mazumdar-Shaw (founder of Biocon), Mudassir Sheikha (founder of Careem), Bang Si-Hyuk (producer behind BTS), Cher Wang (founder of HTC), Mitchell Elegbe (founder of Africa's first billion-dollar FinTech company), and more Michael Bervell's three-part framework that can be applied within any industry focused on exploration, refinement, and execution. Discover the mental models and characteristics that enabled founders in Africa, Asia, and the Middle East to overcome and adapt to brain drain, leapfrogging technologies, location-based discrimination, and government unrest. *Unlocking Unicorns* is the key to success for aspiring global founders or emerging economy investors who want to do business in the international, interconnected 21st century.

When NBA Jam dunked its way into arcades in 1993, players discovered just how fun basketball can be when freed from rules, refs, and gravity itself. But just a few years after the billion-dollar hit conquered the world, developer Midway, publisher Acclaim, and video arcades themselves fell off the map. How did a simple two-on-two basketball game become MVP of the arcade, and how did this champ lose its title? Journalist Reyan Ali dives deep into the saga, tracking the people and decisions that shaped the series. You'll get to know mischievous Jam architect Mark Turmell, go inside Midway's Chicago office where hungry young talent tapped into cutting-edge tech, and explore the sequels, spin-offs, and tributes that came in the game's wake. Built out of exhaustive research and original interviews with a star-studded cast—including Turmell and his original development team, iconic commentator Tim Kitzrow, businessmen and developers at Midway and Acclaim alike, secret characters George Clinton and DJ Jazzy Jeff, Doom co-creator John Romero, and 1990s NBA demigods Glen Rice and Shaq—Ali's NBA Jam returns you to an era when coin-op was king.

WALL STREET JOURNAL BESTSELLER From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its legacy—or destroy it completely. *Play Nice But Win* is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

Increasingly, human beings are sensors engaging directly with the mobile Internet. Individuals can now share real-time experiences at an unprecedented scale. *Social Sensing: Building Reliable Systems on Unreliable Data* looks at recent advances in the emerging field of social sensing, emphasizing the key problem faced by application designers: how to extract reliable information from data collected from largely unknown and possibly unreliable sources. The book explains how a myriad of societal applications can be derived from this massive amount of data collected and shared by average individuals. The title offers theoretical foundations to support emerging data-driven cyber-physical applications and touches on key issues such as privacy. The authors present solutions based on recent research and novel ideas that leverage techniques from cyber-physical systems, sensor networks, machine learning, data mining, and information fusion. Offers a unique interdisciplinary perspective bridging social networks, big data, cyber-physical systems, and reliability Presents novel theoretical foundations for assured social sensing and modeling humans as sensors Includes case studies and application examples based on real data sets Supplemental material includes sample datasets and fact-finding software that implements the main algorithms described in the book

Grow your account list with an effective account-based marketing strategy Buyers have changed the B2B marketing game. *Account-Based Marketing For Dummies* is here to give you the tools to transform

your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts

Analyze data to identify key accounts
Target your messages for real-time interaction
Integrate your campaign with marketing automation software

If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, *Account-Based Marketing For Dummies* has you covered! "Account-Based Marketing For Dummies clears away the confusion surrounding this much-hyped topic. It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it. Any business marketing professional will benefit from a look at this book." - David Raab, Founder at Raab Associates

"If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too." - Megan Heuer, Vice President and Group Director, SiriusDecisions

"Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and *Account-Based Marketing For Dummies* explains how." - Joe Chernov, VP of Marketing at InsightSquared

"Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how." - Scott Brinker, Author of *Hacking Marketing*

"Account-based marketing is shifting how businesses use customer insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that delivers real results." - Sean Zinsmeister, Senior Director of Product Marketing, Infer

"The book may be titled '...for dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike." Scott Vaughan, CMO, Integrate

The New York Times and USA Today bestseller A revealing, dramatic, deeply personal book about the most significant events of our time, written by the former United States Ambassador to the United Nations Nikki Haley is widely admired for her forthright manner ("With all due respect, I don't get confused"), her sensitive approach to tragic events, and her confident representation of America's interests as our Ambassador to the United Nations during times of crisis and consequence. In this book, Haley offers a first-hand perspective on major national and international matters, as well as a behind-the-scenes account of her tenure in the Trump administration. This book reveals a woman who can hold her own—and better—in domestic and international power politics, a diplomat who is unafraid to take a principled stand even when it is unpopular, and a leader who seeks to bring Americans together in divisive times.

More people write for The Associated Press than for any newspaper in the world, and writers-nearly two million of them-have bought more copies of The AP Stylebook than of any other journalism reference. It provides facts and references for reporters, and defines usage, spelling, and grammar for editors. There are separate sections for journalists specializing in sports and business, and complete guidelines for how to write photo captions, file copy over the wire, proofread text, handle copyrights, and avoid libel. This edition of The AP Stylebook keeps pace with world events, common usage, and AP procedures.

The dramatic, unlikely story behind the founding of Twitter, by New York Times bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, *Hatching Twitter* takes readers behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, venture capital, and Silicon Valley culture.

He rose as a populist and fell as an insurrectionist. The presidency of Donald J. Trump was built on collusion, bribery, scandal, and lies. Trump is famed for his use of Twitter, a digital machine gun he relished in firing. Over a five-year period, he fully integrated Twitter into the very fabric of his administration, ultimately re-shaping the presidency and the power that came with it. In a presidency like no other, Trump woke up to Twitter, went to bed with it, and took comfort in how much it revolved around him. *Bitter Tweet* is a chronological story that explores the fascinating presidency of Donald J. Trump, inspired by his own words. A captivating tale of corruption, bribery, collusion, and fascism. By exploring the contexts and consequences of his most infamous tweets, we gain an insight into just how the American political system works..... or in some cases does not.

#1 NEW YORK TIMES BEST SELLER • In this urgent, authoritative book, Bill Gates sets out a wide-ranging, practical—and accessible—plan for how the world can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear, achieving zero emissions will not be simple or easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach.

A Wall Street Journal Business Bestseller: This "vivid" inside story of WeWork and its CEO tells the remarkable saga of one of the most audacious, and improbable, rises and falls in American business history (Ken Auletta). Christened a potential savior of Silicon Valley's startup culture, Adam Neumann was set to take WeWork, his office share

company disrupting the commercial real estate market, public, cash out on the company's forty-seven billion dollar valuation, and break the string of major startups unable to deliver to shareholders. But as employees knew, and investors soon found out, WeWork's capital was built on promises that the company was more than a real estate purveyor, that in fact it was a transformational technology company. Veteran journalist Reeves Weideman dives deep into WeWork and its CEO's astronomical rise, from the marijuana and tequila-filled board rooms to cult-like company summer camps and consciousness-raising with Anthony Kiedis. Billion Dollar Loser is a character-driven business narrative that captures, through the fascinating psyche of a billionaire founder and his wife and co-founder, the slippery state of global capitalism. A Wall Street Journal Business Bestseller "Vivid, carefully reported drama that readers will gulp down as if it were a fast-paced novel" (Ken Auletta)

Feminist Theory and Pop Culture synthesizes feminist theory with modern portrayals of gender in media culture. This comprehensive and interdisciplinary text includes an introductory chapter written by the editor as well as nine contributor chapters of original content. Included in the text: • Historical illustration of feminist theory • Application of feminist research methods for the study of gender • Feminist theoretical perspectives such as the male gaze, feminist standpoint theory, Black feminist thought, queer theory, masculinity theory, theories of feminist activism and postfeminism • Contributor chapters cover a range of topics from Western perspectives on Belly Dance classes to television shows such as GIRLS, Scandal and Orange is the New Black, as well as chapters which discuss gendered media forms like "chick lit", comic books and Western perspectives of non-Western culture in film • Feminist theory as represented in the different waves of feminism, including a discussion of a fourth wave • Pedagogical features • Suggestions for further reading on topics covered • Discussion questions for classroom use Feminist Theory and Pop Culture was designed for classroom use and has been written with an eye toward engaging students in discussion. The book's polished perspective on feminist theory juxtaposes popular culture with theoretical perspectives which have served as a foundation for the study of gender. This interdisciplinary text can serve as a primary or supplemental reading in undergraduate or graduate courses which focus on gender, pop culture, feminist theory or media studies. "This excellent anthology grounds feminism as articulated through four waves and features feminists responding to pop culture, while recognizing that popular culture has responded in complicated ways to feminisms. Contributors proffer lucid and engaging critiques of topics ranging from belly dancing through Fifty Shades of Grey, Scandal and Orange is the New Black. This book is a good read as well as an excellent text to enliven and inform in the classroom." Dr. Jane Caputi Professor of Women, Gender and Sexuality Studies and Communication & Multimedia at Florida Atlantic University "Feminist Theory and Pop Culture is destined to be as popular as the culture it critiques. The text plays up the paradoxes of contemporary feminism and requires its readers to ask difficult questions about how and why the popular bring us pleasure. It is a contemporary collection that captures this moment in feminist time with diverse analyses of women's representations across an impressive swath of popular culture. Feminist Theory and Pop Culture is the kind of text that makes me want to redesign my pop culture course. Again." Dr. Ebony A. Utley, Assistant Professor of Communication at California State University-Long Beach, author of Rap and Religion Adrienne Trier-Bieniek, Ph.D. is a professor of sociology at Valencia College in Orlando, Florida. She is the author of Sing Us a Song, Piano Woman: Female Fans and the Music of Tori Amos (Scarecrow 2013) and the co-editor of Gender & Pop Culture: A Text-Reader (Sense 2014). www.adriennetrier-bieniek.com

The rise of the internet and mobile telecommunications has created the possibility of using large datasets to understand behavior at unprecedented levels of temporal and geographic resolution. Online social networks attract the most users, though users of these new technologies provide their data through multiple sources, e.g. call detail records, blog posts, web forums, and content aggregation sites. These data allow scholars to adjudicate between competing theories as well as develop new ones, much as the microscope facilitated the development of the germ theory of disease. Of those networks, Twitter presents an ideal combination of size, international reach, and data accessibility that make it the preferred platform in academic studies. Acquiring, cleaning, and analyzing these data, however, require new tools and processes. This Element introduces these methods to social scientists and provides scripts and examples for downloading, processing, and analyzing Twitter data.

Named a Best Book of 2018 by the Financial Times and Fortune, this "thrilling" (Bill Gates) New York Times bestseller exposes how a "modern Gatsby" swindled over \$5 billion with the aid of Goldman Sachs in "the heist of the century" (Axios). Now a #1 international bestseller, BILLION DOLLAR WHALE is "an epic tale of white-collar crime on a global scale" (Publishers Weekly, starred review), revealing how a young social climber from Malaysia pulled off one of the biggest heists in history. In 2009, a chubby, mild-mannered graduate of the University of Pennsylvania's Wharton School of Business named Jho Low set in motion a fraud of unprecedented gall and magnitude--one that would come to symbolize the next great threat to the global financial system. Over a decade, Low, with the aid of Goldman Sachs and others, siphoned billions of dollars from an investment fund--right under the nose of global financial industry watchdogs. Low used the money to finance elections, purchase luxury real estate, throw champagne-drenched parties, and even to finance Hollywood films like The Wolf of Wall Street. By early 2019, with his yacht and private jet reportedly seized by authorities and facing criminal charges in Malaysia and in the United States, Low had become an international fugitive, even as the U.S. Department of Justice continued its investigation. BILLION DOLLAR WHALE has joined the ranks of Liar's Poker, Den of Thieves, and Bad Blood as a classic harrowing parable of hubris and greed in the financial world.

What happens after you click Tweet? The heart-stopping definitive account of the mission to rescue hundreds of Nigerian schoolgirls whose abduction ignited a global social media campaign and a dramatic worldwide intervention. In the spring of 2014, millions of Twitter users, including some of the world's most famous people, unwittingly helped turn a group of 276 schoolgirls abducted by a little-known Islamist sect into a central prize in the global War on Terror by retweeting a call for their release: #BringBackOurGirls. With

just four words, their tweets launched an army of would-be liberators. Soldiers and drones, spies, mercenaries, and glory hunters descended into an obscure conflict that few understood, in a remote part of Nigeria that had barely begun to use the internet. When hostage talks and military intervention failed, the schoolgirls were forced to take survival into their own hands. As their days in captivity dragged into years, the young women learned to withstand hunger, disease, and torment, and became witnesses and victims of unspeakable brutality. Many of the girls were Christians who refused to take the one path offered them—converting to their captors' fundamentalist creed. In secret, they sang hymns, and kept a diary, relying on their faith and friendships to stay alive. Bring Back Our Girls unfolds across four continents, from the remote forests of northern Nigeria to the White House; from clandestine meetings in Khartoum safe houses to century-old luxury hotels on picturesque lakes in the Swiss Alps. A twenty-first century story that plumbs the promise and peril of an era whose politics are fueled by the power of hashtag advocacy, this urgent and engrossing work of investigative journalism reveals the unpredictable interconnectedness of our butterfly-wings world, where a few days of online activism can bring years of offline consequences for people continents away.

Despite popular belief to the contrary, entrepreneurship in the United States is dying. It has been since before the Great Recession of 2008, and the negative trend in American entrepreneurship has been accelerated by the Covid pandemic. New firms are being started at a slower rate, are employing fewer workers, and are being formed disproportionately in just a few major cities in the U.S. At the same time, large chains are opening more locations. Companies such as Amazon with their "deliver everything and anything" are rapidly displacing Main Street businesses. In *The New Builders*, we tell the stories of the next generation of entrepreneurs -- and argue for the future of American entrepreneurship. That future lies in surprising places -- and will in particular rely on the success of women, black and brown entrepreneurs. Our country hasn't yet even recognized the identities of the New Builders, let alone developed strategies to support them. Our misunderstanding is driven by a core misperception. Consider a "typical" American entrepreneur. Think about the entrepreneur who appears on TV, the business leader making headlines during the pandemic. Think of the type of businesses she or he is building, the college or business school they attended, the place they grew up. The image you probably conjured is that of a young, white male starting a technology business. He's likely in Silicon Valley. Possibly New York or Boston. He's self-confident, versed in the ins and outs of business funding and has an extensive (Ivy League?) network of peers and mentors eager to help his business thrive, grow and make millions, if not billions. You'd think entrepreneurship is thriving, and helping the United States maintain its economic power. You'd be almost completely wrong. The dominant image of an entrepreneur as a young white man starting a tech business on the coasts isn't correct at all. Today's American entrepreneurs, the people who drive critical parts of our economy, are more likely to be female and non-white. In fact, the number of women-owned businesses has increased 31 times between 1972 and 2018 according to the Kauffman Foundation (in 1972, women-owned businesses accounted for just 4.6% of all firms; in 2018 that figure was 40%). The fastest-growing group of female entrepreneurs are women of color, who are responsible for 64% of new women-owned businesses being created. In a few years, we believe women will make up more than half of the entrepreneurs in America. The age of the average American entrepreneur also belies conventional wisdom: It's 42. The average age of the most successful entrepreneurs -- those in the top .01% in terms of their company's growth in the first five years -- is 45. These are the New Builders. Women, people of color, immigrants and people over 40. We're failing them. And by doing so, we are failing ourselves. In this book, you'll learn: How the definition of business success in America today has grown corporate and around the concepts of growth, size, and consumption. Why and how our collective understanding of "entrepreneurship" has dangerously narrowed. Once a broad term including people starting businesses of all types, entrepreneurship has come to describe only the brash technology founders on the way to becoming big. Who are the fastest growing groups of entrepreneurs? What are they working on? What drives them? The real engine that drove Silicon Valley's entrepreneurs. The government had a much bigger role than is widely known The extent to which entrepreneurs and small businesses are woven through our history, and the ways we have forgotten women and people of color who owned small businesses in the past. How we're increasingly afraid to fail The role small businesses are playing saving the wilderness, small

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