

The Ride Of A Lifetime Lessons In Creative Leader

How could General Electric--perhaps America's most iconic corporation--suffer such a swift and sudden fall from grace? This is the definitive history of General Electric's epic decline, as told by the two Wall Street Journal reporters who covered its fall. Since its founding in 1892, GE has been more than just a corporation. For generations, it was job security, a solidly safe investment, and an elite business education for top managers. GE electrified America, powering everything from lightbulbs to turbines, and became fully integrated into the American societal mindset as few companies ever had. And after two decades of leadership under legendary CEO Jack Welch, GE entered the twenty-first century as America's most valuable corporation. Yet, fewer than two decades later, the GE of old was gone. Lights Out examines how Welch's handpicked successor, Jeff Immelt, tried to fix flaws in Welch's profit machine, while stumbling headlong into mistakes of his own. In the end, GE's traditional win-at-all-costs driven culture seemed to lose its direction, which ultimately caused the company's decline on both a personal and organizational scale. Lights Out details how one of America's all-time great companies has been reduced to a cautionary tale for our times.

Tough, smart business advice from the star of the hit TLC reality show "American Chopper" Now in paperback, The Ride of a Lifetime elucidates the business principles that have made Paul Teutul Sr. and Orange County Choppers a household name. Paul's smart, commonsense business wisdom works for businesses both big and small in any industry. Here, he shows you

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firsthand how he built a uniquely successful business by working hard and demanding it from others; encouraging and embracing unfettered creativity; establishing well-defined roles for every team member and demanding they support each other; and using honest conflict and confrontation to solve problems and constantly innovate. Paul and his sons build the best one-of-a-kind choppers in the world with unrivaled passion, creativity, and honesty. The Ride of a Lifetime shows you how they do it. Offers an inside look at the business practices that built Orange County Choppers into a massively successful business Reveals a different side to the OCC family patriarch Full of practical, real world business principles that lead to unlimited success for any business The Ride of a Lifetime is a smart, tough-as-nails guide to business success that every entrepreneur should read.

Kace Hallard leaves Sacramento, bound for the Sturgis Motorcycle Rally, something he and his father had always planned to do together. When his father realizes he won't be able to make the trip, he makes Kace promise to go on his own. He takes off, not sure he's up to the challenge. When he has mechanical trouble a few hours away from home, he questions his choice even more. Striker Johnson is just out buying lunch for the guys at the shop when he notices the handsome stranger in the parking lot checking over his Harley and looking confused. He approaches him and offers his help. The next few hours fly by, and Kace asks Striker to join him. It's the trip of a lifetime for them both, one man looking to ease his grief, the other riding toward emotions he has no hope of controlling. One way or another they'll have to decide if they ride together or separately, when life throws them one more curve.

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summaries. Disney is one of the top five largest media companies on earth. From billion dollar blockbuster movies, to beloved media franchises, to toys and games, to virtually inventing the modern theme park, it's hard to remember a time when Disney didn't dominate the entertainment industry. That degree of success however is a lot more recent than you might realize, and you're likely unaware of just how much the House of Mouse owes to its current CEO Robert Iger. Becoming CEO in 2005 Iger came to power at a perilous time, the company had floundered in the late 1990's after a string of high budget animated flops, coupled with an internal power struggle and worsening relations with Pixar, the studio that had been responsible for many of its biggest successes, Iger managed to hold the company together and help guide it into its current era of unprecedented prosperity. In this summary we'll explore his path to that position and the reasons for his success.

The Ride of Our Lives

Under a White Sky

The Ride of Your Life

Burn It All Down

Let It Go

A Practical Guide to Building Engagement

The Solutions We Have and the Breakthroughs We Need

*THE NEW YORK TIMES BESTSELLER 'A marvel of insight and practicality'
Charles Duhigg, author of The Power of Habit*

How do you build and sustain a great team? The Culture Code reveals the secrets of some of the best teams

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in the world - from Pixar to Google to US Navy SEALs - explaining the three skills such groups have mastered in order to generate trust and a willingness to collaborate. Combining cutting-edge science, on-the-ground insight and practical ideas for action, it offers a roadmap for creating an environment where innovation flourishes, problems get solved, and expectations are exceeded. _____

'There are profound ideas on every single page, stories that will change the way you work, the way you lead, and the impact you have on the world. Highly recommended, an urgent read.' Seth Godin, author of *Linchpin* *'Truly brilliant . . . Read it immediately'* Adam Grant, author of *Originals* *'Well told stories, with actionable lessons'* *Financial Times*

Take the ride of a lifetime with this mother/son buddy comedy James Patterson praises as "audacious, addictive, highly entertaining." Eighteen-year-old aspiring comic Joey Rossi just found out his boyfriend has been cheating on him for the past ten months. But what did he expect? Joey was born with an addiction to toxic jerks—something he inherited from his lovably messy, wisecracking, Italian-American spitfire of a mom (and best friend): 34-year-old Gia Rossi. When Gia's latest non-relationship goes up in flames only a day later, the pair's Bayonne, New Jersey apartment can barely contain their rage. In a misguided attempt at revenge, Joey and Gia

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inadvertently commit a series of crimes and flee the state, running to the only good man either of them has ever known—Gia's ex, Marco. As they hide out from the law at Marco's secluded lake house, Joey and Gia must confront all the bad habits and mistakes they've made that have led them to this moment—and find a way to take responsibility for what they've done.

In 2008, Howard Schultz, the president and chairman of Starbucks, made the unprecedented decision to return as the CEO eight years after he stepped down from daily oversight of the company and became chairman. Concerned that Starbucks had lost its way, Schultz was determined to help it return to its core values and restore not only its financial health, but also its soul. In Onward, he shares the remarkable story of his return and the company's ongoing transformation under his leadership, revealing how, during one of the most tumultuous economic times in history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering readers a snapshot of a moment in history that left no company unscathed, the book zooms in to show, in riveting detail, how one company struggled and recreated itself in the midst of it all. The fast paced narrative is driven by day-to-day tension as conflicts arise and lets readers into Schultz's psyche as he comes to terms with his limitations and evolving leadership style. Onward is a compelling, candid narrative

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documenting the maturing of a brand as well as a businessman. Onward represents Schultz's central leadership philosophy: It's not just about winning, but the right way to win. Ultimately, he gives readers what he strives to deliver every day- a sense of hope that, no matter how tough times get, the future can be just as or more successful than the past, whatever one defines success to be. "Through the lens of his personal leadership journey, with all of its dizzying ups and agonizing downs, Howard Schultz has written, with aching honesty and passion, the single most important book on leadership and change for our time and for every generation of leaders. This book is not just recommended reading, it's required." Warren Bennis, Distinguished Professor of Business, University of Southern California, and author of the recently published Still Surprised: A Memoir of a Life in Leadership "[This] sequel to the founding of Starbucks is grittier, more gripping, and dramatic, and [Schultz's] voice is winning and authentic. This is a must-read for anyone interested in leadership, management, or the quest to connect a brand with the consumer."

Publishers Weekly

From growing up in a wooden caravan to building his own state-of-the-art racetrack, this is the remarkable story of Targa champion, Hampton Downs and Highlands Motorsport Park owner Tony Quinn. On a clear and frosty morning in 2012, in the small, Central Otago town of Cromwell,

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Tony Quinn and his son Klark stood with an iPad at the edge of an expansive basin of scrub and grass sketching the curves, corners and chicanes of an imaginary racetrack. Less than 18 months later, Cromwell was abuzz at the inaugural Highlands 101, with visitors from all over Australasia flocking to Highlands Motorsport Park for the opening of the new 25-million-dollar racing circuit. To some people, building a racetrack in the back-country might have seemed like an impossible dream, but not to Tony Quinn. 'To be successful in life you have to think positive and in motorsport, you'll never win a race unless you're truly convinced that you can,' he says. 'I turn 60 soon and while I've achieved a lot in business and motorsport, I'd like to think there's a lot more to come.' Having grown up in a wooden caravan in Scotland, it's been a heck of a journey for a self-made millionaire and petrolhead who also owns Hampton Downs, Darrell Lea Confectionery and a mega-mansion on the Gold Coast. After selling a failed lawn mowing business called the 'Lawn Ranger' in Western Australia, Tony moved to New Zealand in 1994. As Tony says, 'Where there's shite, there's money'. Starting out with a plan to get rid of dead cows in Dargaville, Tony founded a fat-rendering plant called Fatman, which sowed the seeds for a remarkable story of success in pet food, culminating in selling his business, VIP Petfoods, for over 400 million dollars in 2015.

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Lessons on Life, Leadership, and Love

The Disney Story

The Battle for the Magic Kingdom

Super Pumped: The Battle for Uber

My Fantastical Walt Disney Imagineering Career

Using the Power of Questions to Communicate, Connect, and Persuade

How Starbucks Fought For Its Life without Losing Its Soul

From a co-founder of Pixar Animation Studios—the Academy Award–winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the *Toy Story* trilogy, *Monsters, Inc.*, *Finding Nemo*, *The Incredibles*, *Up*, *WALL-E*, and *Inside Out*, which have gone on to set box-office

records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie’s success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.***
- If you don’t strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.***
- It’s not the manager’s job to prevent risks. It’s the manager’s job to make it safe for others to take them.***
- The cost of preventing errors is often far greater than the cost of fixing them.***
- A company’s communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.***

Named one of the best books of the year by NPR, Fortune, Bloomberg, Sunday Times A New York Times Book Review Editor's Choice "If you want to understand modern-day Silicon Valley, you need to read this book." —John Carreyrou, New York Times best-selling author of Bad Blood Hailed as the definitive book on Uber and Silicon Valley, Super Pumped is an epic story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American corporate history. Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong.

'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 and engaging look into corporate and financial life in America.

Discover how to unlock the potential contained within your teams with this insightful resource The Leadership Star: A Practitioner's Guide to Building Staff Engagement provides readers with a step-by-step guide to developing engagement within their professional teams in for-profit, non-profit, academic, and governmental organizations. Experienced executive, management consultant, and author Brian Hartzler walks readers through the foundational and advanced techniques required to develop high performing professional teams. He shows readers how to: Care about individuals as human beings, rather than as means to an end Provide context to people to help them understand the company and why what they do matters Give clarity by telling people what outcomes and behaviors are expected of them Help clear the barriers that stand

in the way of people doing a great job Recognize individual contributions and success Perfect for current and aspiring senior managers and executives who need to know exactly what they should personally do to draw out the best from their teams and build the highest levels of engagement, the book also belongs on the shelves of anyone with direct reports and anyone who hopes to enhance their own performance in the professional sphere.

Roadside Lessons of an American Family

Lessons Learned from 15 Years as CEO of the Walt Disney Company

Doing Business the Orange County Choppers Way

Road to Power

Overcoming the Unseen Forces That Stand in the Way of True Inspiration

The Man Behind the Mouse

Lights Out

Attention, all Disney Fans! Do you enjoy reading about the Disney theme parks? Perhaps you're enamored with the man who was Walt Disney? Maybe you're just plain crazy for Mickey Mouse and the Disney big-screen features? No need to order your serving of Disney history and knowledge a la carte anymore. Welcome to The Disney Story, a decade-by-decade look back on the man, the mouse, and the theme parks. From Mickey Mouse's debut at the Colony Theatre in November 1928 to the opening of Shanghai Disneyland in 2016--and everything in between--finally, the world's greatest storyteller has their story told! In addition to reliving Disney's most memorable moments, there are numerous interesting and lesser-known stories that will expand your Disney knowledge and give you a fresh

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perspective on your favorite Disney topic. The Disney Story is more than just a timeline of Disney events and a collection of interesting stories. It's a vehicle and guidebook that can be used to travel back in time and read about your favorite Disney subjects via an interactive bibliography on the book's companion website. Disney's ninety-year journey is all here in one volume, complete with informative stories and tidbits about the theme parks, movies, and Walt himself. Revel in the remarkable innovations and legendary Disney magic that make the company the premiere name in entertainment today.

Complex problem solving is the core skill for 21st Century Teams Complex problem solving is at the very top of the list of essential skills for career progression in the modern world. But how problem solving is taught in our schools, universities, businesses and organizations comes up short. In *Bulletproof Problem Solving: The One Skill That Changes Everything* you'll learn the seven-step systematic approach to creative problem solving developed in top consulting firms that will work in any field or industry, turning you into a highly sought-after bulletproof problem solver who can tackle challenges that others balk at. The problem-solving technique outlined in this book is based on a highly visual, logic-tree method that can be applied to everything from everyday decisions to strategic issues in business to global social challenges. The authors, with decades of experience at McKinsey and Company, provide 30 detailed, real-world examples, so you can see exactly how the technique works in action. With this bulletproof approach to defining, unpacking, understanding, and ultimately solving problems, you'll have a personal superpower for developing compelling solutions in your workplace. Discover the time-tested 7-step technique to problem solving that top consulting professionals employ Learn how a simple visual system can help you break down and understand the component parts of even the most complex problems Build team brainstorming techniques that fight cognitive bias, streamline workplanning, and speed solutions Know when and how to employ modern analytic tools and

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techniques from machine learning to game theory Learn how to structure and communicate your findings to convince audiences and compel action The secrets revealed in Bulletproof Problem Solving will transform the way you approach problems and take you to the next level of business and personal success.

A Pulitzer Prize-winning journalist offers an intimate investigation of China's one-child policy and its consequences for families and the nation at large. For over three decades, China exercised unprecedented control over the reproductive habits of its billion citizens. Now, with its economy faltering just as it seemed poised to become the largest in the world, the Chinese government has brought an end to its one-child policy. It may once have seemed a shortcut to riches, but it has had a profound effect on society in modern China. Combining personal portraits of families affected by the policy with a nuanced account of China's descent towards economic and societal turmoil, Mei Fong reveals the true cost of this controversial policy. Drawing on eight years of research, Fong reveals a dystopian legacy of second children refused documentation by the state; only children supporting their parents and grandparents; and villages filled with ineligible bachelors. A "vivid and thoroughly researched" piece of on-the-ground journalism, *One Child* humanizes the policy that defined China and warns that the ill-effects of its legacy will be felt across the globe (The Guardian, UK).

'One of the best business books I've read in years.' BILL GATES THE #1 NEW YORK TIMES BESTSELLER A SUNDAY TIMES BOOK OF THE YEAR 2019

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 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. Morale had deteriorated, competition was intense, and technology was changing faster than at any

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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. Fourteen 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. 'Bob Iger has not only lived up to ninety-six years of groundbreaking history but has moved the Disney brand far beyond anyone's expectations, and he has done it with grace and audacity. This books shows you how that happened.' STEVEN SPIELBERG

The Chance of a Lifetime

Ride

The Nature of the Future

George Perles

7 Steps to Grow Your Business, Feel Excited, and Stay Motivated, AGAIN

One Child

The Birth of Netflix by the first CEO and co-founder Marc Randolph

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"The Ride of Our Lives, Lessons on Life, Leadership, and Love" is an inspirational story about a man and his family on a transformational journey as they bicycled across the United States. It is a powerful story about the resiliency required to overcome challenges. In 1983 John and Berti Gronski and their 15-month-old son Stephen set off on a bicycle tour across America. There were no ubiquitous mobile phones, no internet, no email, Google, or social media sites. The closest thing to connectivity was a payphone along a dusty road. John pulled Stephen in a bicycle trailer that resembled a pioneer's covered wagon. They traveled over 4,000 miles from Washington state to Pennsylvania. The trip was filled with adventures and enduring leadership lessons. "From Homer's Odyssey to Pirsig's Zen and the Art of Motorcycle Maintenance, tales of travel, adventure, and self-discovery have always fascinated people. Likewise, John Gronski's The Ride of Our Lives regales readers with an inspirational and engaging story of a young family's cross-country bicycle trip that results in a life-long formation of character, family values, patriotic service and citizenship, and unshakable faith. Gronski skillfully weaves into his captivating story a wide range of military leadership principles, faith-based truths, and life lessons that serve as guideposts for the reader's own moral development. This book is a must read for all people interested in learning how one family's experience shaped their notion of character-based leadership through their encounters with and embracing of the best life has to offer." --John J. Sosik, Ph.D., Professor of Management and Organization, Penn State University, Great Valley

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School of Graduate and Professional Studies, Malvern, PA. John L. Gronski, Major General, USA (Ret.) is founder and CEO of Leader Grove Consulting, LLC (www.LeaderGrove.com). John is a much sought-after speaker and leadership seminar facilitator.

A moving memoir from a woman who made a fortune in a man's world and then gave it all away...soon to be turned into a film In 1962, Stephanie 'Steve' Shirley created a software company when the concept of software barely existed. Freelance Programmers employed women to work on complex projects such as Concorde's black box recorder from the comfort of their own home. Shirley empowered a generation of women in technology, giving them unheard of freedom to choose their own hours and manage their own workloads. The business thrived and Shirley gradually transferred ownership to her staff, creating 70 millionaires in the process. Let It Go explores Shirley's trail blazing career as an entrepreneur but it also charts her incredible personal story - her dramatic arrival in England as an unaccompanied Kindertransport refugee during World War Two and the tragic loss of her only child who suffered severely from Autism. Today, Dame Stephanie Shirley is one of Britain's leading philanthropists, devoting most of her time, energy and wealth to charities that are close to her heart. In Let It Go, Shirley tells her inspirational story and explains why giving her wealth away - letting it go - has brought her infinitely more happiness and fulfilment than acquiring it in the first place. Co-written with Richard Askwith, the former Executive

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Editor of The Independent and the award-winning author of seven books in his own name, including biographies of Emil Zátpek and Lata Brandisová. 'An extraordinary tale of creativity and resilience' - Guardian 'This engrossing story of an extraordinary life is filled with lessons in what it means to be human' - Financial Times

Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy. As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy. Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinnocchio. It includes 40 illustrations.

#1 NEW YORK TIMES BESTSELLER □ Former congressman and prosecutor Trey Gowdy teaches you how to effectively communicate and persuade on the issues that matter most to you, drawing on his experience in the courtroom and the halls of

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Congress. "A must-read for people who want to learn how best to succeed." Dana Perino, Fox News host and bestselling author of *And the Good News Is . . .* You do not need to be in a courtroom to advocate for others. You do not need to be in Congress to champion a cause. From the boardroom to the kitchen table, opportunities to make your case abound, and *Doesn't Hurt to Ask* shows you how to seize them. By blending gripping case studies from nearly two decades in a courtroom and four terms in national politics with personal stories and practical advice, Trey Gowdy walks you through the tools and the mindset needed to effectively communicate your message. Along the way, Gowdy reflects on the moments in his life when he learned the most about how to argue and convince. He recounts his missteps during his first murder trial, the conversation that changed his view on criminal justice reform, and what he learned while questioning James Comey and Secretary Hillary Clinton. Sharing the techniques he perfected advocating in law and politics, Gowdy helps you identify your objective, understand your personal jury, and engage in the art of questioning so you can be heard, be understood, and, ultimately, move others. Whether it's getting a boss to take a chance on your idea, convincing someone to support your cause, or urging a child to invest more effort in an important task, movement requires persuasion. *Doesn't Hurt to Ask* shows you how to persuade, no matter the jury and no matter the cause.

Bulletproof Problem Solving

Lessons in Creative Leadership from 15 Years as CEO of the Walt Disney Company

The Secret Lives of Baba Segi's Wives

The Ride of a Lifetime

Pride, Delusion, and the Fall of General Electric

Chronicling the Man, the Mouse, and the Parks

Magic Journey

In the tradition of Phil Knight's Shoe Dog comes the incredible untold story of how Netflix went from concept to company - all revealed by co-founder and first CEO Marc Randolph. "Engaging and insightful." --Reed Hastings, CEO of Netflix "As the founding CEO, Marc Randolph's leadership defined the culture of Netflix and laid the groundwork for successive, global revolutions in how we make and consume entertainment." --Gina Keating, author of Netflixed: The Epic Battle for America's Eyeballs "Charming, fascinating and very funny. If you've ever wondered how to turn an idea into a global household name, Marc Randolph will demystify the world of Silicon Valley start-ups, and make you laugh a lot along the way." --Decca Aitkenhead, The Sunday Times "A charming first-person account of the early days of one of

the most successful tech start-ups ever. An engaging read that will engross any would-be entrepreneur." --The Washington Post

Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. These were the widely accepted laws of the land in 1997 when Marc Randolph had an idea. It was a simple thought - leveraging the internet to rent movies - and was just one of many more proposals, like personalised baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair - with Hastings as the primary investor and Randolph as the CEO - founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room

that served as a first office, to server crashes on launch day, to the now-infamous meeting when they pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world - even with an idea that many think will never work. What emerges, however, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable but also one of the most dramatic and insightful entrepreneurial stories of our time. "Marc wastes no time cutting through the noise. He understands what is important whether it is your product, your marketing, or your

business plan. A remarkable and one of a kind visionary." --Mitch Lowe, founder of RedBox and CEO of MoviePass "An entertaining chronicle of creativity, luck, and unflagging perseverance." --Kirkus

#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.

When he's sent to Arizona to recruit more help for the Alliance, Logan doesn't expect to find himself in the middle of a murder scene... or to become the number one suspect. Determined to escape and find the true killer, he takes Elena hostage to break free of the hunter compound. Elena ran away from the hunter way of life eight years ago,

but that doesn't mean her hatred toward vampires lessened over time. When she finds herself at the mercy of one, she must decide if he truly is an enemy or if she can trust him. But just as things come together, and Elena and Logan are learning to trust one another, a bigger threat emerges. As hunters become the enemy, and everything they know unravels, can they stop what is coming... or is it already too late? ***The Alliance Series is a spin-off of the Vampire Awakenings series. You do not have to read the Vampire Awakenings Series to follow the Alliance Series. Due to violence, language, and sexual content this book is recommended for readers 18+*** Keywords: Paranormal romance friends psychic powers american vampire romance psychic powers new adult dark romance steamy romance novels action adventure contemporary vampire fantasy supernatural suspense contemporary fantasy fiction supernatural thriller novels strong heroine vampire thriller twists strong male lead vampires blood mate dark past romance mythical creatures strong heroine action mystery enemies to lovers

angst steamy romance novels folklore mythical creatures epic love story romantic fantasy for adults love story Have you hit a crossroads in your career or life? Do you feel stuck and know you have more to offer the world than what you are doing right now? If you are yearning to make a change in life, Ride Of Your Life will be your inspiration and guide. Back in 2010, research scientist and entrepreneur Ran Zilca set out from his home in New York on a motorcycle, bound for California in search of the next chapter in his life. Along this soul-searching journey, he spent hundreds of hours in contemplation on the road, met with fellow travelers from all walks of life, and interviewed leading experts in research labs, spiritual centers, and temples all across the country. Six-thousand miles later, he returned home, sold his company, and moved to a different continent. Ride of Your Life chronicles this transformative journey, sharing the collective wisdom Ran learned from one-on-one discussions with spiritual leaders and researchers, including Deepak Chopra, Phil Zimbardo,

and Sonja Lyubomirsky. This groundbreaking book in the field of positive psychology is part travel memoir, part spiritual compass, and a practical handbook for personal transformation. Ride of Your Life will help you awaken your dreams and answer your own calling for a happier and more meaningful life.

**The Story of China's Most Radical Experiment
Doesn't Hurt to Ask
Business Adventures
Creativity, Inc.**

**The Making of Mighty Ruthie
Zero to 60
Walt Disney**

In 1983, George Perles took over the reins at Michigan State and after just one rebuilding year led the Spartans to their first Bowl game in decades. George Perles: The Ride Of A Lifetime goes behind the scenes to explore the successes and challenges that Coach Perles faced in his career, including the trying finish to his career.

Coming soon to Netflix When Baba Segi awoke with a bellyache for the sixth day in a row, he knew it was time to do something drastic about his fourth wife's childlessness. To the dismay of her ambitious mother, Bolanle marries into a polygamous family, where she is the fourth

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wife of a rich, rotund patriarch, Baba Segi. She is a graduate and therefore a great prize, but even graduates must produce children and her husband's persistent bellyache is a sign that things are not as they should be. She only wants to escape to a quiet life, but the others disapprove of the newest, youngest, cleverest addition to the family. Treated with respect by her husband, she is viewed with suspicion by her seniors - who fear she may unlock their well-guarded secret. Through the voices of Baba Segi and his four wives, Lola Shoneyin weaves a vibrant story of love, secrets and a family like every other - happy and unhappy, truthful and not, sometimes kind, sometimes competitive, always bound by blood, and the past.

A forty-year storied career—beginning in the dish room at the Plaza Inn in Disneyland, Kevin Rafferty has conceived, designed, written, and overseen the creation of some of the Disney parks most memorable attractions including Typhoon Lagoon and Blizzard Beach water parks, Cars Land, Toy Story Mania, Test Track, Tower of Terror, MuppetVision, and many others. including the first-ever Mickey and Minnie Mouse attraction set to debut at Walt Disney World in 2019. For a young man who began studying for the priesthood at a seminary, the journey to halls of Imagineering has truly been a magical one. A master storyteller, Kevin chronicles his unimaginable career with great humor, honesty, and heart. In this young readers edition of the international bestseller, Nike founder and board chairman Phil Knight 'offers a rare and revealing look at the notoriously media-shy man behind the swoosh' (Booklist), opening up about how he went from being a track star at an Oregon high school to the founder of a brand and company that changed everything. You must forget your limits. It was only when Phil Knight got cut from the baseball team as a high school freshman that his mother suggested he try out for track instead. Knight made the track team and he

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found he could run fast and even more he liked it. Ten years later, young and searching, Knight borrowed fifty dollars from his father and launched a company with one simple mission: import high-quality running shoes from Japan. Selling the shoes from the boot of his car to start, he and his gang of friends and runners built one of the most successful brands ever. Phil Knight encountered risks and setbacks along the way, but always followed his own advice. Just keep going. Don ' t stop. Whatever comes up, don ' t stop. Filled with wisdom, humanity, humour and heart, the young readers edition of the bestselling Shoe Dog is a story of determination that inspires all who read it. This is an abridged edition of the internationally bestselling adult book, but in addition it includes new frontmatter and backmatter, an introduction to the younger reader and 'A Letter to the Young Reader' that provides advice from Phil Knight for the battles that lie ahead for young people.

How GM's Mary Barra Shattered the Glass Ceiling

The Ride of Her Life

Pinocchio, the Tale of a Puppet

Disneywar

Be Obsessed or Be Average

The Secrets of Highly Successful Groups

The Culture Code

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of

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the world's most beloved companies and inspiring the people who bring the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR 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. Today, Disney is the largest, most admired 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 learned while running Disney and leading its 220,000-plus 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

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the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-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."

NATIONAL BESTSELLER • The Pulitzer Prize – winning author of The Sixth Extinction returns to humanity's transformative impact on the environment, now asking: After doing so much damage, can we change nature, this time to save it? RECOMMENDED BY PRESIDENT OBAMA AND BILL GATES • SHORTLISTED FOR THE WAINWRIGHT PRIZE FOR WRITING • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY ESQUIRE AND PUBLISHERS WEEKLY • "Beautifully and insistently, Kolbert shows us that it is time to think radically about the ways we manage the environment."—Helen Macdonald, The New York Times That man should have dominion "over all the earth, and over every creeping thing that creepeth upon the earth" is a prophecy that has hardened into fact. So pervasive are human impacts on the planet that it's said we live in a new geological epoch: the Anthropocene. In Under a White Sky, Elizabeth Kolbert takes a hard look at the new world we are creating. Along the way, she meets biologists who are trying to preserve the world's rarest fish, which

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lives in a single tiny pool in the middle of the Mojave; engineers who are turning carbon emissions to stone in Iceland; Australian researchers who are trying to develop a “super coral” that can survive on a hotter globe; and physicists who are contemplating shooting tiny diamonds into the stratosphere to cool the earth. One way to look at human civilization, says Kolbert, is as a ten-thousand-year exercise in defying nature. In *The Sixth Extinction*, she explored the ways in which our capacity for destruction has reshaped the natural world. Now she examines how the very sorts of interventions that have imperiled our planet are increasingly seen as the only hope for its salvation. By turns inspiring, terrifying, and darkly comic, *Under a White Sky* is an utterly original examination of the challenges we face.

The Ride of a Lifetime by Robert Iger - Summary and Analysis PLUS, BONUS Trivia and Discussion Section! Buddy Reads offers an in-depth into the popular business book so you can better understand the ideas on a deeper level. You'll learn fantastic ideas such as: The Perfect Balance Between Doing a Good Job and Looking for New Opportunities What Makes a Great Manager What Thinking Too Much Leads To Why Pressure Does Not Lead to Productivity. . . . And much MUCH More! Get started right away! *Note: this an unofficial companion book to Rober Iger's popular book *The Ride of a Lifetime* - it is meant to enhance your reading experience and is not the original book

Secrets of the Zen Business Warrior stirs, inspires, and gives readers the knowledge

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and tools to take immediate deliberate control of how they are creating their life. Many businesspeople believe that making their business grow to the levels of wealth they desire depends on titanic work, considerable financial funding, special skills, and knowledge. Too often, struggling entrepreneurs sacrifice the quality of their personal life as a result. Business owner and entrepreneur Lina Betancur believes that the most powerful way for people to grow their business to the next level is to first grow themselves to the next level. In *Secrets of the Zen Business Warrior*, Lina shares how entrepreneurs can find the permanent clarity, fulfillment, passion, and motivation they need to maintain their business.

Summary and Analysis of *The Ride of a Lifetime* by Robert Iger

Twelve Classic Tales from the World of Wall Street: The New York Times bestseller Bill Gates calls 'the best business book I've ever read'

How to Avoid a Climate Disaster

The Ride of a Lifetime by Robert Iger (Summary)

The One Skill That Changes Everything

Bound by Deception (The Alliance, Book 7)

Shoe Dog (Young Readers Edition)

Walt Disney Download for FREE on Kindle Unlimited + Free Bonus Inside! Read on your Computer, Mac, Smartphone, Kindle Reader, iPad, or Tablet. Was Walt Disney a purveyor of homely patriotic values or a representative of American imperialism? He

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could be said to be the quintessential American. He came from a family of immigrants, he worked his way to the top, and he always had a story to tell. The main theme always running through Disney productions was that of the underdogs and misfits trying to make it against seemingly insurmountable odds. It was just a part of his mentality since for most of his life he undoubtedly viewed himself as that self-same underdog fighting against powerful forces seeking to keep him down. Because although we see Disney now as an incredible success story. It wasn't always that way. Inside you'll read about The Making of a Legend Taking his Art to the Next Level Striking it Out on his Own Mixing Family and Business Disney hits the Big Time Triumph and Tragedy Disney's War The Last Days of Disney And much more! Disney just like many of the character's he portrayed-even when the chips were down-picked himself up by his bootstraps and always showed the utmost of tenacity and perseverance. Disney knew what it was he wanted in life, he knew the vision he had for the future, and he was just stubborn enough to hold on until it was fulfilled.

When you wish upon a star', 'Whistle While You Work', 'The Happiest Place on Earth' - these are lyrics indelibly linked to Disney, one of the most admired and best-known companies in the world. So when Roy Disney, chairman of Disney animation, abruptly resigned in November 2003 and declared war on chairman and chief executive Michael Eisner, he sent shock waves throughout the world. DISNEYWAR is the dramatic inside story of what drove this iconic entertainment company to civil war, told by one of

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America's most acclaimed journalists. Drawing on unprecedented access to both Eisner and Roy Disney, current and former Disney executives and board members, as well as hundreds of pages of never-before-seen letters and memos, James B. Stewart gets to the bottom of mysteries that have enveloped Disney for years. In riveting detail, Stewart also lays bare the creative process that lies at the heart of Disney. Even as the executive suite has been engulfed in turmoil, Disney has worked - and sometimes clashed - with a glittering array of Hollywood players, many of who tell their stories here for the first time.

Mike Leonard is a lucky man. It's not everyone who gets parents like Jack and Marge. At eighty-seven, Jack is a pathological optimist with an inexhaustible gift of gab. Marge, Jack's bride of sixty years, though cut from the same rough bolt of Irish immigrant cloth, is his polar opposite—pessimistic and proud of it. What was their son, Mike, thinking when he took a sabbatical from his job with NBC News so he could pile these two world-class originals along with three of his grown kids and a daughter-in-law into a pair of rented RVs and hit the road for a month? Mike was thinking that he wanted to give his parents the ultimate family reunion. And so, one February morning, three generations of Leonards set out on their journey under the dazzling Arizona sky. Thirty minutes later, one of the humongous recreational vehicles has an unplanned meeting with a concrete island at a convenience store. Thus begins the adventure of a lifetime—and an absolute gem of a book. In the course of their humorous, often poignant

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cross-country tour, from the desert Southwest to the New England coastline, the Leonards reminisce about their loves, their losses, and their rich and heartwarming (and sometimes heartbreaking) lives, while encountering a veritable Greek chorus of roadside characters along the way. The home stretch finds the clan racing back to Chicago, hoping to catch the arrival of the next generation, Jack and Marge's first grandchild. Through it all, Mike pieces together a century of family lore and lunacy—and discovers surprising sides to his parents that allow him to see them in a whole new light. Mike Leonard has captivated millions of television viewers with his wry and witty feature stories for NBC's Today. Now he brings that same engaging charm and keen insight to the foibles and passions of his own blessedly unique family. By turns uproariously funny and deeply moving, *The Ride of Our Lives* delivers a lifetime of laughs, lessons, and priceless memories. This edition's exclusive DVD features never-before-seen footage from the trip as well as candid family video and photographs. Follow a pioneer's journey from factory floor to CEO *Road to Power* is the story of how Mary Barra drove herself to the pinnacle of a company that steers the nation's wealth. Beginning as a rare female electrical engineer and daughter of a General Motors die maker, Barra spent more than thirty years building her career before becoming the first woman to ever lead a global automaker. With \$155 billion in sales and 200,000 employees, GM is widely considered to be a proxy for the U.S. economy, making Barra's position arguably the most important corporate role a woman has ever held.

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This book describes the personal character, choices, and leadership style that enabled her to break through the glass ceiling. When 52-year-old Mary Barra was named CEO of General Motors in 2013, only people outside of the company were surprised. She had done everything from working on the factory floor to overseeing manufacturing, from improving union relations to paring down bureaucracy, and from running human resources to helping drag the company back from its 2009 bankruptcy. This book details each step of her career, and the lessons she learned along the way. Learn how Mary Barra's willingness to take on diverse assignments helped steer her career trajectory. Examine the fine details of Barra's management style and her ability to relate to colleagues. Discover the qualities and experiences Barra had that drove her to lead this male-dominated profession. Study the valuable lessons Barra learned at each stage in her professional life, and why they stuck with her throughout her journey to the top. Barra is most certainly a pioneer for women in business, but she's also a living lesson as to how far the right outlook, skills, and drive can take you in your career. Road to Power explores the talent and the mindset that got her all the way to the top.

My Extraordinary Story - From Refugee to Entrepreneur to Philanthropist

That Will Never Work

The Leadership Star

Secrets of the Zen Business Warrior

The True Story of a Woman, Her Horse, and Their Last-Chance Journey Across

America

Onward

The triumphant true story of a woman who rode her horse across America in the 1950s, fulfilling her dying wish to see the Pacific Ocean, from the #1 New York Times bestselling author of The Perfect Horse and The Eighty-Dollar Champion “The gift Elizabeth Letts has is that she makes you feel you are the one taking this trip. This is a book we can enjoy always but especially need now.”—Elizabeth Berg, author of The Story of Arthur Truluv In 1954, sixty-three-year-old Maine farmer Annie Wilkins embarked on an impossible journey. She had no money and no family, she had just lost her farm, and her doctor had given her only two years to live. But Annie wanted to see the Pacific Ocean before she died. She ignored her doctor’s advice to move into the county charity home. Instead, she bought a cast-off brown gelding named Tarzan, donned men’s dungarees, and headed south in mid-November, hoping to beat the snow. Annie had little idea what to expect beyond her rural crossroads; she didn’t even have a map. But she did have her ex-racehorse, her faithful mutt, and her own unfailing belief that Americans would treat a stranger with

kindness. Annie, Tarzan, and her dog, Depeche Toi, rode straight into a world transformed by the rapid construction of modern highways. Between 1954 and 1956, the three travelers pushed through blizzards, forded rivers, climbed mountains, and clung to the narrow shoulder as cars whipped by them at terrifying speeds. Annie rode more than four thousand miles, through America's big cities and small towns. Along the way, she met ordinary people and celebrities—from Andrew Wyeth (who sketched Tarzan) to Art Linkletter and Groucho Marx. She received many offers—a permanent home at a riding stable in New Jersey, a job at a gas station in rural Kentucky, even a marriage proposal from a Wyoming rancher. In a decade when car ownership nearly tripled, when television's influence was expanding fast, when homeowners began locking their doors, Annie and her four-footed companions inspired an outpouring of neighborliness in a rapidly changing world.

From the millionaire entrepreneur and New York Times bestselling author of The 10X Rule comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to Inc. Magazine. Before Grant Cardone built five

successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted. Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional. If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to:

- *Set crazy goals—and reach them, every single day.*

· Feed the beast: when you value money and spend it on the right things, you get more of it. · Shut down the doubters—and use your haters as fuel. Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be obsessed or be average.