

Hatching Twitter A True Story Of Money Power Friendship And Betrayaltruth And Duty The Press The President And The Privilege Of Power

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Disrupted - Dan Lyons 2016-04-05

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

Hatching Twitter - Nick Bilton 2014-09-30

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.

American Kingpin - Nick Bilton 2017-05-02

NEW YORK TIMES BESTSELLER. The unbelievable true story of the man who built a billion-dollar online drug empire from his bedroom—and almost got away with it In 2011, a twenty-six-year-old libertarian programmer named Ross Ulbricht launched the ultimate free market: the Silk Road, a clandestine Web site hosted on the Dark Web where anyone could trade anything—drugs, hacking software, forged passports, counterfeit cash, poisons—free of the government's watchful eye. It wasn't long before the media got wind

of the new Web site where anyone—not just teenagers and weed dealers but terrorists and black hat hackers—could buy and sell contraband detection-free. Spurred by a public outcry, the federal government launched an epic two-year manhunt for the site's elusive proprietor, with no leads, no witnesses, and no clear jurisdiction. All the investigators knew was that whoever was running the site called himself the Dread Pirate Roberts. The Silk Road quickly ballooned into \$1.2 billion enterprise, and Ross embraced his new role as kingpin. He enlisted a loyal crew of allies in high and low places, all as addicted to the danger and thrill of running an illegal marketplace as their customers were to the heroin they sold. Through his network he got wind of the target on his back and took drastic steps to protect himself—including ordering a hit on a former employee. As Ross made plans to disappear forever, the Feds raced against the clock to catch a man they weren't sure even existed, searching for a needle in the haystack of the global Internet. Drawing on exclusive access to key players and two billion digital words and images Ross left behind, Vanity Fair correspondent and New York Times bestselling author Nick Bilton offers a tale filled with twists and turns, lucky breaks and unbelievable close calls. It's a story of the boy next door's ambition gone criminal, spurred on by the clash between the new world of libertarian-leaning, anonymous, decentralized Web advocates and the old world of government control, order, and the rule of law. Filled with unforgettable characters and capped by an astonishing climax, American Kingpin might be dismissed as too outrageous for fiction. But it's all too real.

The Upstarts - Brad Stone 2017-01-31

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

Ice Cream Social - Brad Edmondson 2014-01-06

The Riveting True Story of One Of the World's Most Iconic Mission-Driven Companies Ben & Jerry's has always been committed to an insanely ambitious three-part mission: making the world's best ice cream, supporting progressive causes, and sharing the company's success with all stakeholders: employees, suppliers, distributors, customers, cows, everybody. But it hasn't been easy. This is the first book to tell the full, inside story of the inspiring rise, tragic mistakes, devastating fall, determined recovery, and ongoing

renewal of one of the most iconic mission-driven companies in the world. No previous book has focused so intently on the challenges presented by staying true to that mission. No other book has explained how the company came to be sold to corporate giant Unilever or how that relationship evolved to allow Ben & Jerry's to pursue its mission on a much larger stage. Journalist Brad Edmondson tells the story with an eye for details, dramatic moments, and memorable characters. He interviewed dozens of key figures, particularly Jeff Furman, who helped Ben and Jerry write their first business plan in 1978 and became chairman of the board in 2010. It's a funny, sad, surprising, and ultimately hopeful story.

The Jack Dorsey Way - Brad Munson 2020-05-19

Jack Dorsey is a billionaire innovator, a rule breaker, and a dynamo of creative energy and physical health. He has a unique regimen that helps him achieve and maintain top performance—physically, mentally, and spiritually. What does Jack Dorsey do? And how can his approaches work for you? In this smart, specific, and practical guide, you'll learn what Jack Dorsey does, why it works, and how you can use his innovative tactics in your own life—even if you're not a billionaire. You'll learn about topics such as: ● Meditating twice a day ● Walking to work ● High-intensity interval training (HIIT) ● Saunas and ice baths (including starting the day with an ice-cold bath) ● Standing desks and near-infrared rays ● Eating one meal per day ● Daily supplements ● Weekend fasts ● Sleep monitoring ● Journaling You'll learn a powerful approach to mindfulness—paying attention to what you do, what you eat, and how you treat yourself, the people around you, and the world you live in. This is an approach that has changed Jack Dorsey's life for the better...and it can do the same for you.

[I Live in the Future & Here's How It Works](#) - Nick Bilton 2010-09-14

Are we driving off a digital cliff and heading for disaster, unable to focus, maintain concentration, or form the human bonds that make life worth living? Are media and business doomed and about to be replaced by amateur hour? The world, as Nick Bilton—with tongue-in-cheek—shows, has been going to hell for a long, long time, and what we are experiencing is the twenty-first-century version of the fear that always takes hold as new technology replaces the old. In fact, as Bilton shows, the digital era we are part of is, in all its creative and disruptive forms, the foundation for exciting and engaging experiences not only for business but society as well. Both visionary and practical, *I Live in the Future & Here's How It Works* captures the zeitgeist of an emerging age, providing the understanding of how a radically changed media world is influencing human behavior: • With a walk on the wild side—through the porn industry—we see how this business model is leading the way, adapting product to consumer needs and preferences and beating piracy. • By understanding how the Internet is creating a new type of consumer, the “consumnivre,” living in a world where immediacy trumps quality and quantity, we see who is dictating the type of content being created. • Through exploring the way our brains are adapting, we gain a new understanding of the positive effect of new media narratives on thinking and action. One fascinating study, for example, shows that surgeons who play video games are more skillful than their nonplaying counterparts. • Why social networks, the openness of the Internet, and handy new gadgets are not just vehicles for telling the world what you had for breakfast but are becoming the foundation for “anchoring communities” that tame information overload and help determine what news and information to trust and consume and what to ignore. • Why the map of tomorrow is centered on “Me,” and why that simple fact means a totally new approach to the way media companies shape content. • Why people pay for experiences, not content; and why great storytelling and extended relationships will prevail and enable businesses to engage with customers in new ways that go beyond merely selling information, instead creating unique and meaningful experiences. *I Live in the Future & Here's How It Works* walks its own talk by creating a unique reader experience: Semacodes embedded in both print and eBook versions will take readers directly to Bilton's website (www.NickBilton.com), where they can access videos of the author further developing his point of view and also delve into the research that was key to shaping the central ideas of the book. The website will also offer links to related content and the ability to comment on a chapter, allowing the reader to join the conversation.

Do More Faster - Brad Feld 2010-10-01

Practical advice from some of today's top early stage investors and entrepreneurs TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds

about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. *Do More Faster: TechStars Lessons to Accelerate Your Startup* is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies While you'll ultimately have to make your own decisions about what's right for your business, *Do More Faster: TechStars Lessons to Accelerate Your Startup* can get your entrepreneurial endeavor headed in the right direction.

Hatching Twitter - Nick Bilton 2013-11-05

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.

Stealing MySpace - Julia Angwin 2009-03-17

A few years ago, MySpace.com was just an idea kicking around a Southern California spam mill. Scroll down to the present day and MySpace is one of the most visited Internet destinations in America, displaying more than 40 billion webpage views per month and generating nearly \$1 billion annually for Rupert Murdoch's online empire. Even by the standards of the Internet age, the MySpace saga is an astounding growth story, which climaxed with the site's acquisition by Murdoch's News Corporation in 2005 for a sum approaching one billion dollars. But more than that, it may be the defining drama of the digital era. In *Stealing MySpace*, Pulitzer Prize-winning journalist Julia Angwin chronicles the rise of this Internet powerhouse. With an unerring eye, Angwin details how MySpace took the Internet by storm by grabbing the best ideas from around the Web, encouraging pinup stars such as Tila Tequila to make their home on its pages and giving everyone freedom to experiment with online identities—including using somebody else's identity. *Stealing MySpace* introduces us to the site's founders, Chris DeWolfe and Tom Anderson, who dabbled in computer hacking, online pornography, spam, and spyware before starting MySpace. Although their street savvy, doggedness, and clubbing skills far eclipsed their tech prowess, they stumbled their way to success and soon found themselves at ground zero of a high-stakes war that pitted Rupert Murdoch against his frequent nemesis, the combative Viacom CEO Sumner Redstone. Angwin sheds light on the dizzying backroom deals that allowed Murdoch to snatch MySpace from Viacom's grasp even as the MySpace founders remained in the dark about their own fate. Then she takes us inside the Murdoch empire as DeWolfe and Anderson lobby furiously to regain control of their creation. Venturing beyond the business aspects of the story, Angwin also explores the Internet culture, a voyeuristic world in which MySpace must stay one step ahead of amateur pornographers, sexual predators, and “spoofers” who set up fake profiles (Rupert Murdoch himself tolerates dozens of phony “Ruperts” on the site) and cope with the general excesses and sometimes illegal acts of a community of account holders equal in number to the population of Japan. In *Stealing MySpace*, Julia Angwin dishes on the epic real-world battle for control of a virtual empire. In a savvy, smart, fast-paced narrative reminiscent of Bryan Burrough and John Helyar's *Barbarians at the Gate* and Michael Lewis's *The New New Thing*, *Stealing MySpace* tells is the whole

gripping story behind a breakout cultural phenomenon.

[#TwitterBook](#) - Andreas Ramos 2014-09-21

In summer 2013, the New Yorker wrote an article about a small town in Appalachia. The article mentioned how high school kids, moms, teachers, bloggers, cops, and lawyers used Twitter. I realized people in Appalachia used social media better than we did here in Silicon Valley. I began talking with friends in Silicon Valley: founders, investors, engineers, directors, marketers, and so on. I kept hearing the same thing: "I don't get Twitter." - The head of a social media company with several million dollars in venture capital funding confided he didn't get Twitter.- A marketing expert had sent several thousands tweets to 40,000 followers over four years said to me, "I use it because everyone else uses it, but I don't get it."- Many clients said to me, "But it's just random stuff. Why should I read what somebody's dog had for lunch? I don't get it." So I wrote this book. You'll find out what Twitter really is, how to use it, and who actually uses it. You'll learn in simple English: Set Up Twitter: Set up your account, make changes, some hidden stuff Followers: Who to follow, get followers, get rid of fake followers How to Tweet: How to use #hashtags, @mentions, add photos, add video Who Uses Twitter?: Stuff the other books won't tell you :-) Search and Twitter: Twitter search, research, and #SEO Twitter Ads: How to use it Twitter after Dark: Sex, Drugs, and Loud Music Twitter in a Disaster: When the lights go out, can you tweet?

Brick by Brick - David Robertson 2014-06-24

Sometimes radical yet always applicable, Brick by Brick abounds with real-world lessons for unleashing breakthrough innovation in your organization, using LEGO--which experienced one of the most remarkable business transformations in recent history--as a business model. As LEGO failed to keep pace with the revolutionary changes in kids' lives and began sliding into irrelevance, the company's leaders implemented some of the business world's most widely espoused prescriptions for boosting innovation. Ironically, these changes pushed the iconic toymaker to the brink of bankruptcy, showing that what works in theory can fail spectacularly in the brutally competitive global economy. It took a new LEGO management team--faced with the growing rage for electronic toys, few barriers to entry, and ultra-demanding consumers (ten-year old boys)--to reinvent the innovation rule book and transform LEGO into one of the world's most profitable, fastest-growing companies. Along the way, Brick by Brick reveals how LEGO: - Became truly customer-driven by co-creating with kids as well as its passionate adult fans - Looked beyond products and learned to leverage a full-spectrum approach to innovation - Opened its innovation process by using both the "wisdom of crowds" and the expertise of elite cliques - Discovered uncontested, "blue ocean" markets, even as it thrived in brutally competitive red oceans - Gave its world-class design teams enough space to create and direction to deliver built a culture where profitable innovation flourishes Whether you're a senior executive looking to make your company grow, an entrepreneur building a startup from scratch, or a fan who wants to instill some of that LEGO magic in your career, you'll learn how to build your own innovation advantage, brick by brick.

The Launch Pad - Randall Stross 2013-09-24

A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

The History of American Graffiti - Roger Gastman 2011-09-20

Book description to come.

Inside Coca-Cola - Neville Isdell 2011-10-25

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the

Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets(Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

Billion Dollar Whale - Tom Wright 2018-09-18

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.

[Say Everything](#) - Scott Rosenberg 2009-06-16

Blogs are everywhere. They have exposed truths and spread rumors. Made and lost fortunes. Brought couples together and torn them apart. Toppled cabinet members and sparked grassroots movements. Immediate, intimate, and influential, they have put the power of personal publishing into everyone's hands. Regularly dismissed as trivial and ephemeral, they have proved that they are here to stay. In *Say Everything*, Scott Rosenberg chronicles blogging's unplanned rise and improbable triumph, tracing its impact on politics, business, the media, and our personal lives. He offers close-ups of innovators such as Blogger founder Evan Williams, investigative journalist Josh Marshall, exhibitionist diarist Justin Hall, software visionary Dave Winer, "mommyblogger" Heather Armstrong, and many others. These blogging pioneers were the first to face new dilemmas that have become common in the era of Google and Facebook, and their stories offer vital insights and warnings as we navigate the future. How much of our lives should we reveal on the Web? Is anonymity a boon or a curse? Which voices can we trust? What does authenticity look like on a stage where millions are fighting for attention, yet most only write for a handful? And what happens to our culture now that everyone can say everything? Before blogs, it was easy to believe that the Web would grow up to be a clickable TV-slick, passive, mass-market. Instead, blogging brought the Web's native character into focus--convivial, expressive, democratic. Far from being pajama-clad loners, bloggers have become the curators of our collective experience, testing out their ideas in front of a crowd and linking people in ways that broadcasts can't match. Blogs have created a new kind of public sphere--one in which we can think out loud together. And now that we have begun, Rosenberg writes, it is impossible to imagine us stopping. In his first book, *Dreaming in Code*, Scott Rosenberg brilliantly explored the art of creating software ("the first true successor to *The Soul of a New Machine*," wrote James Fallows in *The Atlantic*). In *Say Everything*, Rosenberg brings the same perceptive eye to the blogosphere, capturing as no one else has the birth of a new medium.

The Lost Science of Money - Stephen Zarlenga 2002

[The Boy Kings](#) - Katherine Losse 2012-06-26

This book takes us for the first time into the heart of the fast growing information empire of Facebook, inviting us to high level meetings with Mark Zuckerberg; lifting the veil on long nights of relentless hacking

and trolling; taking us behind the scenes of raucous company parties; and introducing us to the personalities, values, and secret ambitions of the floppy haired boy wonders who are redefining the way we live, love, and work. By revealing here what is really driving both the business and the culture of the social network, the author answers the biggest question of all: What kind of world is Facebook trying to build, and is it the world we want to live in?

Clash of Crowns - Mary McAuliffe 2012-03-16

Conflict between England and France was a fact of life for centuries, but few realize that its origins date from the time of the Vikings, when a Norse chieftain named Rollo established himself and his progeny in Normandy. In this compelling and entertaining history, Mary McAuliffe takes the reader back to those dark and turbulent times when Rollo's descendants, the dukes of Normandy, asserted their dominance over the weak French monarchy—a dominance that became especially threatening after Duke William conquered England in 1066, giving him a royal crown. Despite this crown, William the Conqueror and his royal successors remained dukes of Normandy, with feudal obligations to their overlord, the king of France. This naturally fostered an ongoing hostility between the French and English crowns that, as McAuliffe convincingly shows, became ever more explosive as the strength and territorial holdings of the English monarchs grew. Conflict erupted regularly over the years, and Eleanor of Aquitaine's desertion of one camp for the other only added fuel to the long-simmering feud. McAuliffe takes the reader back to this dramatic era, providing the fascinating background and context for this "clash of crowns." She offers colorful insights into Richard Lionheart and Eleanor of Aquitaine as well as lesser-known French and English monarchs, especially Philip II of France. Philip proved a determined opponent of Richard Lionheart, and their cutthroat rivalry not only created fatal divisions within the Third Crusade but also culminated in an incendiary faceoff at Richard's newly built Château-Gaillard, the seemingly impregnable gateway to empire. The outcome would shape the course of English and French history throughout the centuries that followed.

Twitter - Jean Burgess 2022-03

The sometimes surprising, often humorous story of the forces that came together to shape the central role Twitter now plays in contemporary politics and culture Is Twitter a place for sociability and conversation, a platform for public broadcasting, or a network for discussion? Digital platforms have become influential in every sphere of communication, from the intimate and everyday to the public, professional, and political. Since the scrappy startup days of social media in the mid-2000s, not only has the worldwide importance of platforms grown exponentially, but also their cultures have shifted dramatically, in a variety of directions. These changes have brought new opportunities for progressive communities to thrive online, as well as widespread problems with commercial exploitation, disinformation, and hate speech. Twitter's growth over the past decade, like that of much social media, has far surpassed its creators' vision. Twitter charts this trajectory in the format of a platform biography: a new, streamlined approach to understanding how platforms change over time. Through the often surprising, fast-moving story of Twitter, it illuminates the multiple forces—from politics and business to digital ideologies—that came together to shape the evolution of this revolutionary platform. Jean Burgess and Nancy K. Baym build a rich narrative of how Twitter has evolved as a technology, a company, and a culture, from its origins as a personal messaging service to its transformation into one of the most globally influential social media platforms, where history and culture is not only recorded but written in real time.

In the Plex - Steven Levy 2021-02-02

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his

colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the "most authoritative...and in many ways the most entertaining" (James Gleick, The New York Book Review) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, The Wall Street Journal).

How to Turn Down a Billion Dollars - Billy Gallagher 2018-02-13

The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In the tradition of great business narratives, this book offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

Hatching Twitter - Nick Bilton 2013-11-05

'A tale of Machiavellian plots and coups d'etat, it's just all so gripping' Chris Evans, BBC Radio 2 THE ULTIMATE 21ST CENTURY BUSINESS STORY Since 2006, Twitter has grown from the accidental side project of a failing internet start-up, to a global icon that by 2013 had become an \$11.5bn business. But the full story of Twitter's hatching has never been told before. In his revelatory new book, New York Times journalist Nick Bilton takes readers behind the scenes of Twitter as it grew at exponential speeds, and inside the heads of the four hackers who created it: ambitious millionaire Evan Williams; tattooed mastermind Jack Dorsey; joker and diplomat Biz Stone; and Noah Glass, the shy but energetic geek who invested his whole life in Twitter, only to be kicked out and expunged from the company's official history. Combining unprecedented access with exhaustive investigative reporting, and drawing on hundreds of sources, documents and internal emails, New York Times' bestseller HATCHING TWITTER is a blistering drama of betrayed friendships and high-stakes power struggles. A business story like no other, it will shock, expose and inspire.

Losing the Signal - Jacquie McNish 2015-05-26

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

The Third Door - Alex Banayan 2018-06-05

FORBES #1 CAREER BOOK TO READ IN 2018 The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers. The Third Door takes readers on an unprecedented adventure—from hacking Warren Buffett's shareholders meeting to chasing Larry King through a grocery store to celebrating in a nightclub with Lady Gaga—as Alex Banayan travels from icon to icon, decoding their success. After remarkable one-on-one interviews with Bill Gates, Maya Angelou, Steve Wozniak, Jane Goodall, Larry King, Jessica Alba, Pitbull, Tim Ferriss, Quincy Jones, and many more, Alex discovered the one key they have in common: they all took the Third Door. Life, business, success... it's just like a nightclub. There are always three ways in. There's the First Door: the main entrance, where ninety-nine percent of people wait in line, hoping to get in. The Second Door: the VIP entrance, where the billionaires and celebrities slip through. But what no one tells you is that there is

always, always... the Third Door. It's the entrance where you have to jump out of line, run down the alley, bang on the door a hundred times, climb over the dumpster, crack open the window, sneak through the kitchen—there's always a way in. Whether it's how Bill Gates sold his first piece of software or how Steven Spielberg became the youngest studio director in Hollywood history, they all took the Third Door.

The Facebook Effect - David Kirkpatrick 2011-02

An insider's history of the online social network traces the collaborations and conflicts among its founders, the personalities that shaped its development, and the ways in which the site has become an integral part of contemporary culture.

The Phoenix Project - Gene Kim 2018-02-06

Over a half-million sold! The sequel, The Unicorn Project, is coming Nov 26 "Every person involved in a failed IT project should be forced to read this book."—TIM O'REILLY, Founder & CEO of O'Reilly Media "The Phoenix Project is a must read for business and IT executives who are struggling with the growing complexity of IT."—JIM WHITEHURST, President and CEO, Red Hat, Inc. Five years after this sleeper hit took on the world of IT and flipped it on its head, the 5th Anniversary Edition of The Phoenix Project continues to guide IT in the DevOps revolution. In this newly updated and expanded edition of the bestselling The Phoenix Project, co-author Gene Kim includes a new afterword and a deeper delve into the Three Ways as described in The DevOps Handbook. Bill, an IT manager at Parts Unlimited, has been tasked with taking on a project critical to the future of the business, code named Phoenix Project. But the project is massively over budget and behind schedule. The CEO demands Bill must fix the mess in ninety days or else Bill's entire department will be outsourced. With the help of a prospective board member and his mysterious philosophy of The Three Ways, Bill starts to see that IT work has more in common with a manufacturing plant work than he ever imagined. With the clock ticking, Bill must organize work flow streamline interdepartmental communications, and effectively serve the other business functions at Parts Unlimited. In a fast-paced and entertaining style, three luminaries of the DevOps movement deliver a story that anyone who works in IT will recognize. Readers will not only learn how to improve their own IT organizations, they'll never view IT the same way again. "This book is a gripping read that captures brilliantly the dilemmas that face companies which depend on IT, and offers real-world solutions."—JEZ HUMBLE, Co-author of Continuous Delivery, Lean Enterprise, Accelerate, and The DevOps Handbook ——— "I'm delighted at how The Phoenix Project has reshaped so many conversations in technology. My goal in writing The Unicorn Project was to explore and reveal the necessary but invisible structures required to make developers (and all engineers) productive, and reveal the devastating effects of technical debt and complexity. I hope this book can create common ground for technology and business leaders to leave the past behind, and co-create a better future together."—Gene Kim, November 2019

Dogfight: How Apple and Google Went to War and Started a Revolution - Fred Vogelstein 2013-11-12

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In Dogfight, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outsize personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. Dogfight reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

We Are the Nerds - Christine Lagorio-Chafkin 2018-10-02

Named a Best Book of 2018 by Fast Company, this is a "sharply written and brilliantly reported" (Shelf Awareness) look inside Reddit, the wildly popular, often misunderstood website that has changed the culture of the Internet. Reddit hails itself as "the front page of the Internet." It's the third most-visited website in the United States -- and yet, millions of Americans have no idea what it is. We Are the Nerds is an engrossing look deep inside this captivating, maddening enterprise, whose army of obsessed users have been credited with everything from solving cold case crimes and spurring tens of millions of dollars in charitable donations to seeding alt-right fury and landing Donald Trump in the White House. We Are the Nerds is a gripping start-up narrative: the story of how Reddit's founders, Steve Huffman and Alexis Ohanian, rose up from their suburban childhoods to become millionaires and create an icon of the digital age -- before seeing the site engulfed in controversies and nearly losing control of it for good. Based on Christine Lagorio-Chafkin's exclusive access to founders Ohanian and Huffman, We Are the Nerds is also a compelling exploration of the way we all communicate today -- and how we got here. Reddit and its users have become a mirror of the Internet: it has dingy corners, shiny memes, malicious trolls, and a sometimes heart-melting ability to connect people across cultures, oceans, and ideological divides.

Netflixd - Gina Keating 2012-10-11

Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion. Yet long-term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary—he was named Business Person of the Year in 2010 by Fortune—even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

The Everything Store - Brad Stone 2013-10-15

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Among Heroes - Brandon Webb 2016-05-10

Navy SEAL sniper and New York Times bestselling author Brandon Webb's personal account of eight of his friends and fellow SEALs who made the ultimate sacrifice. "Knowing these great men—who they were, how they lived, and what they stood for—has changed my life. We can't let them be forgotten. We've mourned their deaths. Let's celebrate their lives."—Brandon Webb As a Navy SEAL, Brandon Webb rose to the top of the world's most elite sniper corps, experiencing years of punishing training and combat missions from the

Persian Gulf to Afghanistan. Along the way, Webb served beside, trained, and supported men he came to know not just as fellow warriors, but as friends and, eventually, as heroes. This is his personal account of eight extraordinary SEALs who gave all for their comrades and their country with remarkable valor and abiding humanity: Matt “Axe” Axelson, who perished on Afghanistan’s Lone Survivor mission; Chris Campbell, Heath Robinson, and JT Tumlison, who were among the casualties of Extortion 17; Glen Doherty, Webb’s best friend, killed while helping secure the successful rescue and extraction of American CIA and State Department diplomats in Benghazi; and other close friends, classmates, and fellow warriors. These are men who left behind powerfully instructive examples of what it means to be alive—and what it truly means to be a hero. INCLUDES PHOTOGRAPHS

That Will Never Work - Marc Randolph 2019-09-17

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. 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. Indeed, 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 and far worse proposals, like personalized 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 Netflix brass 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, though, 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 some of 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.

Facebook - Steven Levy 2020-02-25

One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy’s sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Kingpin - Kevin Poulsen 2012-02-07

Former hacker Kevin Poulsen has, over the past decade, built a reputation as one of the top investigative reporters on the cybercrime beat. In *Kingpin*, he pours his unmatched access and expertise into book form for the first time, delivering a gripping cat-and-mouse narrative—and an unprecedented view into the twenty-first century’s signature form of organized crime. The word spread through the hacking underground like some unstoppable new virus: Someone—some brilliant, audacious crook—had just staged a hostile takeover of an online criminal network that siphoned billions of dollars from the US economy. The FBI rushed to launch an ambitious undercover operation aimed at tracking down this new kingpin; other agencies around the world deployed dozens of moles and double agents. Together, the cybercops lured numerous unsuspecting hackers into their clutches. . . . Yet at every turn, their main quarry displayed an uncanny ability to sniff out their snitches and see through their plots. The culprit they sought was the most unlikely of criminals: a brilliant programmer with a hippie ethic and a supervillain’s double identity. As prominent “white-hat” hacker Max “Vision” Butler, he was a celebrity throughout the programming world, even serving as a consultant to the FBI. But as the black-hat “Iceman,” he found in the world of data theft an irresistible opportunity to test his outsized abilities. He infiltrated thousands of computers around the country, sucking down millions of credit card numbers at will. He effortlessly hacked his fellow hackers, stealing their ill-gotten gains from under their noses. Together with a smooth-talking con artist, he ran a massive real-world crime ring. And for years, he did it all with seeming impunity, even as countless rivals ran afoul of police. Yet as he watched the fraudsters around him squabble, their ranks riddled with infiltrators, their methods inefficient, he began to see in their dysfunction the ultimate challenge: He would stage his coup and fix what was broken, run things as they should be run—even if it meant painting a bull’s-eye on his forehead. Through the story of this criminal’s remarkable rise, and of law enforcement’s quest to track him down, *Kingpin* lays bare the workings of a silent crime wave still affecting millions of Americans. In these pages, we are ushered into vast online-fraud supermarkets stocked with credit card numbers, counterfeit checks, hacked bank accounts, dead drops, and fake passports. We learn the workings of the numerous hacks—browser exploits, phishing attacks, Trojan horses, and much more—these fraudsters use to ply their trade, and trace the complex routes by which they turn stolen data into millions of dollars. And thanks to Poulsen’s remarkable access to both cops and criminals, we step inside the quiet, desperate arms race that law enforcement continues to fight with these scammers today. Ultimately, *Kingpin* is a journey into an underworld of startling scope and power, one in which ordinary American teenagers work hand in hand with murderous Russian mobsters and where a simple Wi-Fi connection can unleash a torrent of gold worth millions.

Startup - Doree Shafrir 2017-04-25

From veteran online journalist and BuzzFeed writer Doree Shafrir comes a hilarious debut novel that proves there are some dilemmas that no app can solve. Mack McAllister has a \$600 million dollar idea. His mindfulness app, TakeOff, is already the hottest thing in tech and he's about to launch a new and improved version that promises to bring investors running and may turn his brainchild into a \$1 billion dollar business -- in startup parlance, an elusive unicorn. Katya Pasternack is hungry for a scoop that will drive traffic. An ambitious young journalist at a gossipy tech blog, Katya knows that she needs more than another PR friendly puff piece to make her the go-to byline for industry news. Sabrina Choe Blum just wants to stay afloat. The exhausted mother of two and failed creative writer is trying to escape from her credit card debt and an inattentive husband—who also happens to be Katya's boss—as she rejoins a work force that has gotten younger, hipper, and much more computer literate since she's been away. Before the ink on Mack's latest round of funding is dry, an errant text message hints that he may be working a bit too closely for comfort with a young social media manager in his office. When Mack's bad behavior collides with Katya's search for a salacious post, Sabrina gets caught in the middle as TakeOff goes viral for all the wrong reasons. As the fallout from Mack's scandal engulfs the lower Manhattan office building where all three work, it's up to Katya and Sabrina to write the story the men in their lives would prefer remain untold. An assured, observant debut from the veteran online journalist Doree Shafrir, *Startup* is a sharp, hugely entertaining story of youth, ambition, love, money and technology's inability to hack human nature. "A biting and astute debut novel [with] many delights."-Lara Vapnyar, New York Times Book Review

No Filter Necessary - Ryan MILLWARD 2020-11-23

"My words come from that soul-searching wilderness; of walking alone through dangerous places with only my heart to guide me. It hasn't been easy, and yes - there were some troubles along the way - but I now feel a completion in my soul that eluded me for many years. That completion has come after finally making it to the place I always knew I belonged. This is the linear way of life. We can only live it in one direction and our journeys usually only make sense when we look back upon them. Our lives are the culmination of many twists and turns, ones which leave marks upon us which we end up treasuring. It's those scars and scratches which tell our story. It's those cuts and bruises which make us the people we are. And it is our pain and our mistakes which eventually lead us to the lands which make our hearts sing and our pens dance..." No Filter Necessary is the latest collection of writings from Ryan Millward - acclaimed author of The Thoughts From The Wild. Characterised by his introspective and existential voice, this new collection of thoughts, short stories, notes and poems offers a window into the inner world of a young man bearing the secrets of his soul. Brutally raw and honest, his poetic prose is reminiscent of the works of Bukowski, Kerouac and Celine in which we see the world through the eyes of the soul-searching outsider. He writes about depression and social alienation. He writes about alcoholism and failed romances. He writes about being beaten up on nights-out; about being off the rails as his world falls apart around him. His refreshingly honest writing helps to create one of this year's most compelling reading experiences - one that will also ask you to open up and show the world your true face. To let the filter fade and the soul show. "Raw and honest" "Ridiculously beautiful" "Astonishing" "Incredibly powerful" "Brought a tear to my eye"

Franklin Scandal - Nick Bryant 2009-08-01

A chilling exposé of corporate corruption and government cover-ups, this account of a nationwide child-trafficking and pedophilia ring in the United States tells a sordid tale of corruption in high places. The

scandal originally surfaced during an investigation into Omaha, Nebraska's failed Franklin Federal Credit Union and took the author beyond the Midwest and ultimately to Washington, DC. Implicating businessmen, senators, major media corporations, the CIA, and even the venerable Boys Town organization, this extensively researched report includes firsthand interviews with key witnesses and explores a controversy that has received scant media attention.

More Than Money - Neil Cavuto 2009-10-13

In this phenomenal New York Times bestseller, Neil Cavuto shares the inspirational stories of an array of personal heroes, many of whom motivated him to continue his career as he battled cancer and multiple sclerosis. Joining the nascent Fox News Channel in 1996, Neil was set to establish himself as one of business journalism's most important players. Ten years after being diagnosed with cancer, however, Cavuto was dealt another body blow: He was diagnosed with multiple sclerosis. As friends and strangers alike gathered to offer their support, he became attuned to the stories of others in the business world who also triumphed over serious setbacks of their own. More Than Money shares with us their personal stories, among them: Evelyn Lauder, the cosmetics executive who pioneered the pink ribbon campaign after her own battle with breast cancer Richard Branson, who overcame dyslexia and used his creativity and entrepreneurial spirit to build the Virgin empire Michael Wilson, a senior executive at the Royal Bank of Canada, who launched a public campaign to raise awareness of and money for treating depression after his son committed suicide Jon Huntsman, who survived two bouts with cancer to build one of the largest petrochemical companies in the world and found one of the most prominent cancer research centers Moving, sincere, and wise, More Than Money profiles individuals whose stories are a testament to courage, compassion, and dignity in the face of adversity.