

Move Fast And Break Things How Facebook Google And Amazon Have Cornered Culture And What It Means For All Of Us

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Move Fast and Break Things -
Jonathan Taplin 2018-05-15

*The book that started the

Techlash* A New York Times
Book Review Editors' Choice
An Amazon Best Business &

Leadership Book of 2017
Longlisted for Financial
Times/McKinsey Business Book
of the Year 2017 A
strategy+business Best
Business Book of 2017 A
stinging polemic that traces
the destructive monopolization
of the Internet by Google,
Facebook and Amazon, and
that proposes a new future for
musicians, journalists, authors
and filmmakers in the digital
age. Move Fast and Break
Things is the riveting account
of a small group of libertarian
entrepreneurs who in the
1990s began to hijack the
original decentralized vision of
the Internet, in the process
creating three monopoly firms--
Facebook, Amazon, and
Google--that now determine the
future of the music, film,
television, publishing and news
industries. Jonathan Taplin
offers a succinct and powerful
history of how online life began
to be shaped around the values
of the men who founded these
companies, including Peter
Thiel and Larry Page:
overlooking piracy of books,
music, and film while hiding

behind opaque business
practices and subordinating
the privacy of individual users
in order to create the
surveillance-marketing
monoculture in which we now
live. The enormous profits that
have come with this
concentration of power tell
their own story. Since 2001,
newspaper and music revenues
have fallen by 70 percent; book
publishing, film, and television
profits have also fallen
dramatically. Revenues at
Google in this same period
grew from \$400 million to
\$74.5 billion. Today, Google's
YouTube controls 60 percent of
all streaming-audio business
but pay for only 11 percent of
the total streaming-audio
revenues artists receive. More
creative content is being
consumed than ever before,
but less revenue is flowing to
the creators and owners of that
content. The stakes here go far
beyond the livelihood of any
one musician or journalist. As
Taplin observes, the fact that
more and more Americans
receive their news, as well as
music and other forms of

entertainment, from a small group of companies poses a real threat to democracy. *Move Fast and Break Things* offers a vital, forward-thinking prescription for how artists can reclaim their audiences using knowledge of the past and a determination to work together. Using his own half-century career as a music and film producer and early pioneer of streaming video online, Taplin offers new ways to think about the design of the World Wide Web and specifically the way we live with the firms that dominate it.

[The Secret History of the Internet](#) - Jonathan Taplin
2017-04-26

Google. Amazon. Facebook. The modern world is defined by vast digital monopolies turning ever-larger profits. Those of us who consume the content that feeds them are farmed for the purposes of being sold ever more products and advertising. Those that create the content - the artists, writers and musicians - are finding they can no longer survive in this unforgiving economic

landscape. But it didn't have to be this way. In *Move Fast and Break Things*, Jonathan Taplin offers a succinct and powerful history of how online life began to be shaped around the values of the entrepreneurs like Peter Thiel and Larry Page who founded these all-powerful companies. Their unprecedented growth came at the heavy cost of tolerating piracy of books, music and film, while at the same time promoting opaque business practices and subordinating the privacy of individual users to create the surveillance marketing monoculture in which we now live. It is the story of a massive reallocation of revenue in which \$50 billion a year has moved from the creators and owners of content to the monopoly platforms. With this reallocation of money comes a shift in power. Google, Facebook and Amazon now enjoy political power on par with Big Oil and Big Pharma, which in part explains how such a tremendous shift in revenues from creators to platforms could have been

achieved and why it has gone unchallenged for so long. And if you think that's got nothing to do with you, their next move is to come after your jobs. *Move Fast and Break Things* is a call to arms, to say that is enough is enough and to demand that we do everything in our power to create a different future.

The Big Nine - Amy Webb

2019-03-05

A call-to-arms about the broken nature of artificial intelligence, and the powerful corporations that are turning the human-machine relationship on its head. We like to think that we are in control of the future of "artificial" intelligence. The reality, though, is that we--the everyday people whose data powers AI--aren't actually in control of anything. When, for example, we speak with Alexa, we contribute that data to a system we can't see and have no input into--one largely free from regulation or oversight. The big nine corporations--Amazon, Google, Facebook, Tencent, Baidu, Alibaba, Microsoft, IBM and Apple--are the new gods of AI and are

short-changing our futures to reap immediate financial gain. In this book, Amy Webb reveals the pervasive, invisible ways in which the foundations of AI--the people working on the system, their motivations, the technology itself--is broken. Within our lifetimes, AI will, by design, begin to behave unpredictably, thinking and acting in ways which defy human logic. The big nine corporations may be inadvertently building and enabling vast arrays of intelligent systems that don't share our motivations, desires, or hopes for the future of humanity. Much more than a passionate, human-centered call-to-arms, this book delivers a strategy for changing course, and provides a path for liberating us from algorithmic decision-makers and powerful corporations.

Move Fast - Jeff Meyerson

2021-06-10

Over the last fifteen years, every major aspect of our lives has changed because of Facebook. You may not like Facebook, but you can't deny

its success. And to a large degree, that success stems from the "move fast" ethos. The entire culture of Facebook is built for speed. Move Fast is an exploration of modern software strategies and tactics through the lens of Facebook. Relying on in-depth interviews with more than two dozen Facebook engineers, this book explores the product strategy, cultural principles, and technologies that made Facebook the dominant social networking company. Most importantly, Move Fast investigates how you can apply those strategies to your creative projects. It's not easy to build a software company, but once you know how to move fast, your company will be prepared to build a strategy that benefits from the world's rapid changes, rather than suffering from them.

Move Fast and Break Things

- Jonathan Taplin 2017-04-18

The book that started the Techlash A stinging polemic that traces the destructive monopolization of the Internet by Google, Facebook and

Amazon, and that proposes a new future for musicians, journalists, authors and filmmakers in the digital age. Featured in New York Times' Paperback Row A New York Times Book Review Editors' Choice An Amazon Best Business & Leadership Book of 2017 Longlisted for Financial Times/McKinsey Business Book of the Year 2017 A strategy+business Best Business Book of 2017 Move Fast and Break Things is the riveting account of a small group of libertarian entrepreneurs who in the 1990s began to hijack the original decentralized vision of the Internet, in the process creating three monopoly firms-- Facebook, Amazon, and Google--that now determine the future of the music, film, television, publishing and news industries. Jonathan Taplin offers a succinct and powerful history of how online life began to be shaped around the values of the men who founded these companies, including Peter Thiel and Larry Page: overlooking piracy of books,

music, and film while hiding behind opaque business practices and subordinating the privacy of individual users in order to create the surveillance-marketing monoculture in which we now live. The enormous profits that have come with this concentration of power tell their own story. Since 2001, newspaper and music revenues have fallen by 70 percent; book publishing, film, and television profits have also fallen dramatically. Revenues at Google in this same period grew from \$400 million to \$74.5 billion. Today, Google's YouTube controls 60 percent of all streaming-audio business but pay for only 11 percent of the total streaming-audio revenues artists receive. More creative content is being consumed than ever before, but less revenue is flowing to the creators and owners of that content. The stakes here go far beyond the livelihood of any one musician or journalist. As Taplin observes, the fact that more and more Americans receive their news, as well as

music and other forms of entertainment, from a small group of companies poses a real threat to democracy. *Move Fast and Break Things* offers a vital, forward-thinking prescription for how artists can reclaim their audiences using knowledge of the past and a determination to work together. Using his own half-century career as a music and film producer and early pioneer of streaming video online, Taplin offers new ways to think about the design of the World Wide Web and specifically the way we live with the firms that dominate it.

Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg - Ekaterina Walter
2013-04-12

Wall Street Journal Bestseller
Make Your Mark in the World with the Five Success Principles of the World-Changing Social Media Site If Facebook were a country, it would be the third largest in the world. Facebook accounts for one of every seven minutes

spent online. More than one billion pieces of content are shared on Facebook. There's no doubt about it. Mark Zuckerberg's creation has changed the world. Literally. Facebook has singlehandedly revolutionized the way more than one-seventh of the world's population communicates, engages, and consumes information. If you run a business or plan to start one, you're probably asking yourself the same question organizational leaders worldwide are asking: What did Mark Zuckerberg do right? At long last, the answer is here. Think Like Zuck examines the five principles behind Facebook's meteoric rise, presented in actionable lessons anyone can apply—in any organization, in any industry. Written by social business trailblazer Ekaterina Walter, this groundbreaking book reveals the five "P"s of Facebook's success:

PASSION—Keep your energy and commitment fully charged at all times by pursuing something you believe in

PURPOSE—Don't just create a great product; drive a meaningful movement

PEOPLE—Build powerful teams that can execute your vision

PRODUCT—Create a product that is innovative, that breaks all the rules, that changes everything

PARTNERSHIPS—Build powerful partnerships with people who fuel imagination and energize execution

Packed with examples of Facebook's success principles in action—as well as those of Zappos, TOMS, Threadless, Dyson, and other companies—Think Like Zuck gives you the inspiration, knowledge, and insight to make your own mark in the world, to build a business that makes a difference, and to lead your organization to long-term profitability and growth. "Think Like Zuck is a fascinating look at how entrepreneurial vision drives success. If you want more out of work than just a job, if you have the burning desire to build something of lasting value, then this is your guide." —DAVID MEERMAN SCOTT, bestselling author of

The New Rules of Marketing and PR “Whether you’re a seasoned business executive or the next Mark Zuckerberg in your dorm room right now, this book is a must-read! Two likeable thumbs up!” —DAVE KERPEN, New York Times bestselling author of Likeable Social Media and Likeable Business “True success lies at the place where passion and purpose collide—this book will help you uncover yours.”

—JOHN JANTSCH, bestselling author of Duct Tape Marketing and The Commitment Engine “Think Like Zuck is a must-read for any innovator, social entrepreneur, or business owner looking to capitalize on the success of Facebook to propel and realize their own vision.” —SIMON

MAINWARING, New York Times bestselling author of We First “This book takes you on the ride of a lifetime and shows you how YOU can be successful! The question is: What does it take? Ekaterina gives us the answers!”

—JEFFREY HAYZLETT, bestselling author of Running

the Gauntlet and global business celebrity “In Think Like Zuck, you will find important principles to infuse meaning into your business strategies and inspire change. Don’t just read this book; use it.” —SHAWN ACHOR, author of the international bestseller The Happiness Advantage *The Wim Hof Method* - Wim Hof 2020-10-20

INSTANT NEW YORK TIMES BESTSELLER The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential. “This method is very simple, very accessible, and endorsed by science. Anybody can do it, and there is no dogma, only acceptance. Only freedom.”

—Wim Hof Wim Hof has a message for each of us: “You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in any stressful situation.” With The Wim Hof Method, this trailblazer of human potential shares a

method that anyone can use—young or old, sick or healthy—to supercharge their capacity for strength, vitality, and happiness. Wim has become known as “The Iceman” for his astounding physical feats, such as spending hours in freezing water and running barefoot marathons over deserts and ice fields. Yet his most remarkable achievement is not any record-breaking performance—it is the creation of a method that thousands of people have used to transform their lives. In his gripping and passionate style, Wim shares his method and his story, including: •

Breath—Wim’s unique practices to change your body chemistry, infuse yourself with energy, and focus your mind • Cold—Safe, controlled, shock-free practices for using cold exposure to enhance your cardiovascular system and awaken your body’s untapped strength • Mindset—Build your willpower, inner clarity, sensory awareness, and innate joyfulness in the miracle of living • Science—How users of

this method have redefined what is medically possible in study after study •

Health—True stories and testimonials from people using the method to overcome disease and chronic illness •

Performance—Increase your endurance, improve recovery time, up your mental game, and more • Wim’s

Story—Follow Wim’s inspiring personal journey of discovery, tragedy, and triumph •

Spiritual Awakening—How breath, cold, and mindset can reveal the beauty of your soul Wim Hof is a man on a mission: to transform the way we live by reminding us of our true power and purpose. “This is how we will change the world, one soul at a time,” Wim says. “We alter the collective consciousness by awakening to our own boundless potential. We are limited only by the depth of our imagination and the strength of our conviction.” If you’re ready to explore and exceed the limits of your own potential, The Wim Hof Method is waiting for you.

The Curse of Bigness - Tim Wu

2018

From the man who coined the term "net neutrality" and who has made significant contributions to our understanding of antitrust policy and wireless communications, comes a call for tighter antitrust enforcement and an end to corporate bigness.

Freak Out! - Pauline Butcher
2014-07-01

In 1967, 21-year-old Pauline Butcher was working for a London secretarial agency when a call came through from a Mr Frank Zappa asking for a typist. The assignment would change her life forever. For three years, Pauline served as Zappa's PA, moving with him, his family and the Mothers of Invention, to a log cabin in the Hollywood Hills, where the 'straight' young English girl mixed with Oscar winners and rock royalty. *Freak Out!* is the captivating story of a naive young English girl thrust into the mad world of a musical legend as well as the most intimate portrait of Frank Zappa ever written.

Blitzscaling - Reid Hoffman
2018-10-09

Foreword by Bill Gates
LinkedIn cofounder, legendary investor, and host of the award-winning *Masters of Scale* podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of *Blitzscaling* is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the

necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

The Internet of Us: Knowing More and Understanding Less in the Age of Big Data -

Michael P. Lynch 2016-03-21

"An intelligent book that struggles honestly with important questions: Is the net turning us into passive knowers? Is it degrading our ability to reason? What can we do about this?" —David Weinberger, Los Angeles Review of Books We used to say "seeing is believing"; now, googling is believing. With 24/7 access to nearly all of the

world's information at our fingertips, we no longer trek to the library or the encyclopedia shelf in search of answers. We just open our browsers, type in a few keywords and wait for the information to come to us. Now firmly established as a pioneering work of modern philosophy, *The Internet of Us* has helped revolutionize our understanding of what it means to be human in the digital age. Indeed, demonstrating that knowledge based on reason plays an essential role in society and that there is more to "knowing" than just acquiring information, leading philosopher Michael P. Lynch shows how our digital way of life makes us value some ways of processing information over others, and thus risks distorting the greatest traits of mankind. Charting a path from Plato's cave to Google Glass, the result is a necessary guide on how to navigate the philosophical quagmire that is the "Internet of Things."

Alpha Girls - Julian Guthrie
2019-04-30

An unforgettable story of four

women who, through grit and ingenuity, became stars in the cutthroat, high-stakes, male dominated world of venture capital in Silicon Valley, and helped build some of the foremost companies of our time. In *Alpha Girls*, award-winning journalist Julian Guthrie takes readers behind the closed doors of venture capital, an industry that transforms economies and shapes how we live. We follow the lives and careers of four women who were largely written out of history - until now. Magdalena Yesil, who arrived in America from Turkey with \$43 to her name, would go on to receive her electrical engineering degree from Stanford, found some of the first companies to commercialize internet access, and help Marc Benioff build Salesforce. Mary Jane Elmore went from the corn fields of Indiana to Stanford and on to the storied venture capital firm IVP - where she was one of the first women in the U.S. to make partner - only to be pulled back from the glass ceiling by

expectations at home. Theresia Gouw, an overachieving first-generation Asian American from a working-class town, dominated the foosball tables at Brown (she would later reluctantly let Sergey Brin win to help Accel Partners court Google), before she helped land and build companies including Facebook, Trulia, Imperva, and ForeScout. Sonja Hoel, a Southerner who became the first woman investing partner at white-glove Menlo Ventures, invested in McAfee, Hotmail, Acme Packet, and F5 Networks. As her star was still rising at Menlo, a personal crisis would turn her into an activist overnight, inspiring her to found an all-women's investment group and a national nonprofit for girls. These women, juggling work and family, shaped the tech landscape we know today while overcoming unequal pay, actual punches, betrayals, and the sexist attitudes prevalent in Silicon Valley and in male-dominated industries everywhere. Despite the

setbacks, they would rise again to rewrite the rules for an industry they love. In *Alpha Girls*, Guthrie reveals their untold stories.

Tools and Weapons - Brad Smith 2019-09-10

The New York Times bestseller, now updated with new material on cyber attacks, digital sovereignty, and tech in a pandemic. From Microsoft's president and one of the tech industry's broadest thinkers, a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates. "A colorful and insightful insiders' view of how technology is both empowering and threatening us. From privacy to cyberattacks, this timely book is a useful guide for how to navigate the digital future." —Walter Isaacson
Microsoft president Brad Smith operates by a simple core belief: When your technology changes the world, you bear a responsibility to help address the world you have helped create. In *Tools and Weapons*, Brad Smith and Carol Ann

Browne bring us a captivating narrative from the top of Microsoft, as the company flies in the face of a tech sector long obsessed with disruption as an end in itself, and in doing so navigates some of the thorniest issues of our time—from privacy to cyberwar to the challenges for democracy, far and near. As the tumultuous events of 2020 brought technology and Big Tech even further into the lives of almost all Americans, Smith and Browne updated the book throughout to reflect a changed world. With three new chapters on cybersecurity, technology and nation-states, and tech in the pandemic, *Tools and Weapons* is an invaluable resource from the cockpit of one of the world's largest tech companies.

The Four - Scott Galloway 2017-10-03

NEW YORK TIMES

BESTSELLER USA TODAY

BESTSELLER Amazon, Apple,

Facebook, and Google are the

four most influential companies

on the planet. Just about

everyone thinks they know how

they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their

ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Good Company - Julietta Dexter 2020-04-02

In a highly competitive world, many think business success means being ruthless: maximising short-term return for shareholders, cutting overheads, crushing competition, and expanding at an exponential pace. Nothing says this more than Silicon Valley with its macho mantras like 'Move fast and break things' (Facebook) or 'We're a team not a family' (Netflix). But this model is looking increasingly flawed. What if there were another more compassionate way? Julietta Dexter believes there is. In this powerful and hopeful book, the award-winning CEO of The Communications Store explains how she built one of the world's most respected PR & communications companies without compromising her

morals and without screwing over her staff or her clients. Highlighting a new paradigm for business, she explains why profit should be just one consideration among several, and why honesty, reliability and diversity are the best foundations for long-term success.

The Magic Years - Jonathan Taplin 2022-03-22

Now in paperback: a "candid, insightful memoir . . . of a time that forever changed music and film" (Don Henley) "The Magic Years reads like a Magical Mystery Tour of music, loss, beauty, family, justice, and social upheaval. It contains true magic, and true inspiration, as do the years, the people, and the story Taplin tells."--Rosanne Cash Jonathan Taplin's extraordinary journey has put him at the crest of every major cultural wave in the past half century: he was tour manager for Bob Dylan and the Band in the '60s, producer of major films in the 70s, creator of the Internet's first video-on-demand service in the 90s, and a cultural critic

and author writing about technology in the new millennium. His is a lifetime marked not only by good timing but by impeccable instincts--from the folk scene to Woodstock, Hollywood's rebellious film movement, and beyond. With cameos by Janis Joplin, Jimi Hendrix, Martin Scorsese, and countless other icons, *The Magic Years* is both a rock memoir and a work of cultural criticism from a key player who watched a nation turn from idealism to nihilism. Taplin offers a clear-eyed roadmap of how we got here and makes a convincing case for art's power to deliver us from "passionless detachment" and rekindle our humanism.

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.

An Ugly Truth - Sheera Frenkel
2021-07-13

INSTANT NEW YORK TIMES
BESTSELLER // WINNER OF
THE SABEW BEST IN
BUSINESS AWARD A Book of
the Year: Fortune, Foreign
Affairs, The Times (London),
Cosmopolitan, TechCrunch,
WIRED “The ultimate

takedown.” – New York Times Book Review Award-winning New York Times reporters Sheera Frenkel and Cecilia Kang unveil the tech story of our times in a riveting, behind-the-scenes exposé that offers the definitive account of Facebook’s fall from grace. Once one of Silicon Valley’s greatest success stories, Facebook has been under constant fire for the past five years, roiled by controversies and crises. It turns out that while the tech giant was connecting the world, they were also mishandling users’ data, spreading fake news, and amplifying dangerous, polarizing hate speech. The company, many said, had simply lost its way. But the truth is far more complex. Leadership decisions enabled, and then attempted to deflect attention from, the crises. Time after time, Facebook’s engineers were instructed to create tools that encouraged people to spend as much time on the platform as possible, even as those same tools boosted inflammatory rhetoric,

conspiracy theories, and partisan filter bubbles. And while consumers and lawmakers focused their outrage on privacy breaches and misinformation, Facebook solidified its role as the world’s most voracious data-mining machine, posting record profits, and shoring up its dominance via aggressive lobbying efforts. Drawing on their unrivaled sources, Sheera Frenkel and Cecilia Kang take readers inside the complex court politics, alliances and rivalries within the company to shine a light on the fatal cracks in the architecture of the tech behemoth. Their explosive, exclusive reporting led them to a shocking conclusion: The missteps of the last five years were not an anomaly but an inevitability—this is how Facebook was built to perform. In a period of great upheaval, growth has remained the one constant under the leadership of Mark Zuckerberg and Sheryl Sandberg. Both have been held up as archetypes of uniquely 21st century executives—he the tech “boy genius” turned

billionaire, she the ultimate woman in business, an inspiration to millions through her books and speeches. But sealed off in tight circles of advisers and hobbled by their own ambition and hubris, each has stood by as their technology is coopted by hate-mongers, criminals and corrupt political regimes across the globe, with devastating consequences. In *An Ugly Truth*, they are at last held accountable.

Learning How to Learn -

Barbara Oakley, PhD

2018-08-07

A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book *A Mind for Numbers* *A Mind for Numbers* and its wildly popular online companion course "*Learning How to Learn*" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and

ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains:

- Why sometimes letting your mind wander is an important part of the learning process
- How to avoid "rut think" in order to think outside the box
- Why having a poor memory can be a good thing
- The value of metaphors in developing understanding
- A simple, yet powerful, way to stop procrastinating

Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

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?

Chaos Monkeys - Antonio Garcia Martinez 2018-07-24

The instant New York Times bestseller, now available in paperback and featuring a new afterword from the author—the insider's guide to the Facebook/Cambridge Analytica scandal, the inner workings of the tech world, and who really runs Silicon Valley “Incisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book — which is probably one of the things that makes it

such a great read.” — Andrew Ross Sorkin, New York Times
Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this “chaos monkey” to test online services’ robustness—their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are society’s chaos monkeys. One of Silicon Valley’s most audacious chaos monkeys is Antonio García Martínez. After stints on Wall Street and as CEO of his own startup, García Martínez joined Facebook’s nascent advertising team. Forced out in the wake of an internal product war over the future of the company’s monetization strategy, García Martínez eventually landed at rival Twitter. In *Chaos Monkeys*, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future.

The Outward Mindset - , The Arbinger Institute 2016-06-13

Unknowingly, too many of us operate from an inward mindset—a narrow-minded focus on self-centered goals and objectives. When faced with personal ineffectiveness or lagging organizational performance, most of us instinctively look for quick-fix behavioral band-aids, not recognizing the underlying mindset at the heart of our most persistent challenges. Through true stories and simple yet profound guidance and tools, *The Outward Mindset* enables individuals and organizations to make the one change that most dramatically improves performance, sparks collaboration, and accelerates innovation—a shift to an outward mindset.

Mindf*ck - Christopher Wylie 2019-10-08

For the first time, the Cambridge Analytica whistleblower tells the inside story of the data mining and psychological manipulation behind the election of Donald

Trump and the Brexit referendum, connecting Facebook, WikiLeaks, Russian intelligence, and international hackers. “Mindf*ck demonstrates how digital influence operations, when they converged with the nasty business of politics, managed to hollow out democracies.”—The Washington Post Mindf*ck goes deep inside Cambridge Analytica’s “American operations,” which were driven by Steve Bannon’s vision to remake America and fueled by mysterious billionaire Robert Mercer’s money, as it weaponized and wielded the massive store of data it had harvested on individuals—in excess of 87 million—to disunite the United States and set Americans against each other. Bannon had long sensed that deep within America’s soul lurked an explosive tension. Cambridge Analytica had the data to prove it, and in 2016 Bannon had a presidential campaign to use as his proving ground. Christopher Wylie might have seemed an unlikely

figure to be at the center of such an operation. Canadian and liberal in his politics, he was only twenty-four when he got a job with a London firm that worked with the U.K. Ministry of Defense and was charged putatively with helping to build a team of data scientists to create new tools to identify and combat radical extremism online. In short order, those same military tools were turned to political purposes, and Cambridge Analytica was born. Wylie's decision to become a whistleblower prompted the largest data-crime investigation in history. His story is both exposé and dire warning about a sudden problem born of very new and powerful capabilities. It has not only laid bare the profound vulnerabilities—and profound carelessness—in the enormous companies that drive the attention economy, it has also exposed the profound vulnerabilities of democracy itself. What happened in 2016 was just a trial run. Ruthless actors are coming for your

data, and they want to control what you think.

Who Wins in a Digital World? - MIT Sloan Management Review
2019-03-19

How organizations can adapt to a constantly changing business environment by being flexible but focused, embracing change, and moving fast. In the new digital world, the unknowns are never-ending. Our ability to embrace the demands of change has become a prerequisite for success. It's not easy. We don't work the way we did last year. Next year, it will all change again. If an organization doesn't embrace the realities of change, it will be under siege from those that do. Who Wins in a Digital World explains how organizations can adapt to a constantly changing business environment by being flexible but focused, embracing change in all its messiness, and moving fast. In articles that originally appeared in MIT Sloan Management Review, experts from business and academia discuss digital adaptability,

explaining how both organizations and individuals need the ability to excel in what their roles will become as technology and their competitive ecosystem evolve. They highlight strategies and mindsets that can foster change, including boldness in the face of digitization, a focus on collaboration, and an artificial intelligence game plan. And they explore the need for speed, with one contributor declaring: "Implement first, ask questions later (or not at all)." Once an organization accepts the fact that technological change is ongoing and inevitable, it becomes more about opportunity and less about challenge. This book shows that change can be stimulating, exhilarating, and something to be welcomed. Contributors Stephen J. Andriole, Jacques Bughin, Thomas H. Davenport, Nathan Furr, Lynn J. Good, David Kiron, Edward E. Lawler III, Vikram Mahidhar, Paul Michelman, Jeanne Ross, Paul J. H. Schoemaker, Andrew Shipilov, Charles Sull, Donald

Sull, Philip E. Tetlock, Stefano Turconi, Nicolas van Zeebroeck, Peter Weill, Thomas Williams, Stephanie L. Woerner, Christopher G. Worley, James Yoder
Christ and the Media - Malcolm Muggeridge 2003
"The media in general, and TV in particular, are incomparably the greatest single influence in our society . This influence is, in my opinion, largely exerted irresponsibly, arbitrarily, and without reference to any moral or intellectual, still less spiritual guidelines whatsoever." Throughout his journalistic career, Malcolm Muggeridge was a commentator. On radio and television, as a lecturer, journalist and author, he fascinated, delighted, provoked-and sometimes infuriated-his audiences. Christ and the Media is a sharp, witty critique of media-oriented culture with such intriguing fantasies as the "the Fourth Temptation," in which Jesus is approached with the offer of a worldwide TV network. "Future historians," wrote Muggeridge,

"will surely see us as having created in the media a Frankenstein monster which no one knows how to control or direct, and marvel that we should have so meekly subjected ourselves to its destructive and often malign influence. Born in 1903 started his career as a university lecturer at the university in Cairo before taking up journalism. As a journalist he worked around the world on the Guardian, Calcutta Statesman, the Evening Standard and the Daily Telegraph, and then in 1953 became editor of Punch where he remained for four years. In later years he became best known as a broadcaster both on television and radio for the BBC. His other books include Jesus Rediscovered, Jesus: The Man Who Lives, and A Third Testament. He died in 1990. Move Fast. Break Shit. Burn Out. - Tracey Lovejoy

2020-09-22

This isn't your typical changemaking book, because it's not for your typical changemaker. It's for the

innovators who can't stop taking in information, connecting dots, and changing the world-even when the world hasn't asked for it. Even when the changemaker desperately needs a break. If that sounds familiar, you aren't broken, difficult, or an incurable workaholic. You're a Catalyst, and authors Tracey Lovejoy and Shannon Lucas believe that means you're a rock star. You just need to have the language to understand your process and key tools to help you survive it. As Catalysts themselves, Tracey and Shannon work to make Catalysts better understood, connected, and supported in their processes. Instead of a how-to, they've created a personal operations manual that will help you move fast without losing people, break shit with intentionality, and lessen the intensity of the burnout cycle. Move Fast. Break Shit. Burn Out. won't tell you to stop working-it will help you finally, sustainably work well.

The End of Big - Nicco Mele

2013-04-23

Explores how seemingly innocuous technologies are unsettling the balance of power by putting it in the hands of the masses, citing a rise in misinformation, losses in government effectiveness, and highly competitive web-based businesses that are not subject to regulation.

Republic.com - Cass R. Sunstein 2001

This text shows us how to approach the Internet as responsible people.

Democracy, it maintains, depends on shared experiences and requires people to be exposed to topics and ideas that they would not have chosen in advance.

Big Breaches - Neil Daswani
2021-06-02

The cybersecurity industry has seen an investment of over \$45 billion in the past 15 years. Hundreds of thousands of jobs in the field remain unfilled amid breach after breach, and the problem has come to a head. It is time for everyone—not just techies—to become informed and

empowered on the subject of cybersecurity. In engaging and exciting fashion, *Big Breaches* covers some of the largest security breaches and the technical topics behind them such as phishing, malware, third-party compromise, software vulnerabilities, unencrypted data, and more. Cybersecurity affects daily life for all of us, and the area has never been more accessible than with this book. You will obtain a confident grasp on industry insider knowledge such as effective prevention and detection countermeasures, the meta-level causes of breaches, the seven crucial habits for optimal security in your organization, and much more. These valuable lessons are applied to real-world cases, helping you deduce just how high-profile mega-breaches at Target, JPMorganChase, Equifax, Marriott, and more were able to occur. Whether you are seeking to implement a stronger foundation of cybersecurity within your organization or you are an

individual who wants to learn the basics, Big Breaches ensures that everybody comes away with essential knowledge to move forward successfully. Arm yourself with this book's expert insights and be prepared for the future of cybersecurity. Who This Book Is For Those interested in understanding what cybersecurity is all about, the failures have taken place in the field to date, and how they could have been avoided. For existing leadership and management in enterprises and government organizations, existing professionals in the field, and for those who are considering entering the field, this book covers everything from how to create a culture of security to the technologies and processes you can employ to achieve security based on lessons that can be learned from past breaches.

The Contrarian - Max Chafkin
2021-09-21

A New York Times Notable Book A biography of venture capitalist and entrepreneur Peter Thiel, the enigmatic,

controversial, and hugely influential power broker who sits at the dynamic intersection of tech, business, and politics "Max Chafkin's *The Contrarian* is much more than a consistently shocking biography of Peter Thiel, the most important investor in tech and a key supporter of the Donald Trump presidency. It's also a disturbing history of Silicon Valley that will make you reconsider the ideological foundations of America's relentless engine of creative destruction."—Brad Stone, author of *The Everything Store* and *Amazon Unbound* Since the days of the dot-com bubble in the late 1990s, no industry has made a greater impact on the world than Silicon Valley. And few individuals have done more to shape Silicon Valley than Peter Thiel. The billionaire venture capitalist and entrepreneur has been a behind-the-scenes operator influencing countless aspects of our contemporary way of life, from the technologies we use every day to the delicate power balance between Silicon

Valley, Wall Street, and Washington. But despite his power and the ubiquity of his projects, no public figure is quite so mysterious. In the first major biography of Thiel, Max Chafkin traces the trajectory of the innovator's singular life and worldview, from his upbringing as the child of immigrant parents and years at Stanford as a burgeoning conservative thought leader to his founding of PayPal and Palantir, early investment in Facebook and SpaceX, and relationships with fellow tech titans Mark Zuckerberg, Elon Musk, and Eric Schmidt. *The Contrarian* illuminates the extent to which Thiel has sought to export his values to the corridors of power beyond Silicon Valley, including funding the lawsuit that destroyed the blog Gawker and strenuously backing far-right political candidates, notably Donald Trump for president in 2016. Eye-opening and deeply reported, *The Contrarian* is a revelatory biography of a one-of-a-kind leader and an incisive portrait of a tech industry

whose explosive growth and power is both thrilling and fraught with controversy.

[The ETTO Principle: Efficiency-Thoroughness Trade-Off](#) - Erik Hollnagel 2017-11-01

Accident investigation and risk assessment have for decades focused on the human factor, particularly 'human error'. Countless books and papers have been written about how to identify, classify, eliminate, prevent and compensate for it. This bias towards the study of performance failures, leads to a neglect of normal or 'error-free' performance and the assumption that as failures and successes have different origins there is little to be gained from studying them together. Erik Hollnagel believes this assumption is false and that safety cannot be attained only by eliminating risks and failures. The ETTO Principle looks at the common trait of people at work to adjust what they do to match the conditions - to what has happened, to what happens, and to what may happen. It proposes that this efficiency-

thoroughness trade-off (ETTO)
- usually sacrificing thoroughness for efficiency - is normal. While in some cases the adjustments may lead to adverse outcomes, these are due to the very same processes that produce successes, rather than to errors and malfunctions. The ETTO Principle removes the need for specialised theories and models of failure and 'human error' and offers a viable basis for effective and just approaches to both reactive and proactive safety management.

Entrepreneurial Leadership - Joel Peterson 2020-04-21
Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson. Many leaders see their roles as presidents/managers, with a primary focus on keeping results consistent with past performance and on budget.

These kinds of leaders make important contributions but rarely leave a mark on the businesses they serve. For those wanting to make a lasting impact, new skills are required. Joel Peterson calls these higher-level leaders "entrepreneurial leaders," and they create durable enterprises that deliver on their promise. After three careers and demanding roles as CFO, CEO, chairman, lead director, adjunct professor, founder, author, entrepreneur and investor, Joel Peterson is often sought as a mentor and coach by leaders and aspiring leaders. He has worked with all types of leaders and considers the entrepreneurial leader to be the highest level of influence. In *Entrepreneurial Leadership*, Peterson lays out a path to achieving this summit with a series of leadership maps organized around the four essential basecamps: Establishing Trust Creating a Sense of Mission Building a Cohesive Team Executing and Delivering Results These core philosophies, while easy to

summarize, can be extremely difficult to implement. This book of maps and mindsets is aimed at those who hope to lead others, help them achieve their best, break new barriers, change the status quo, create a legacy, develop a brand, and enjoy a life-altering experience. Let *Entrepreneurial Leadership* guide you on your journey.

How to Create the Next

Facebook - Tom Taulli

2012-12-09

In just under a decade, Facebook has gone from a Harvard prodigy's dorm-room experiment to an essential part of the social life of hundreds of millions of children, teens, and adults across the globe. It's no surprise, then, that the company has been the subject of countless magazine articles, books, and even movies. But despite the extensive coverage that has been given to the company in the years since founder Mark Zuckerberg first took Facebook live on Harvard's server, one question remains unanswered: From a business standpoint, how, exactly, did Facebook do it?

How did a college student with no real-world business experience take a relatively simple idea and then, less than ten years later, turn it into a \$100 billion dollar company? What specific steps did Facebook take along its journey to creating perhaps the most innovative startup of the 21st century? What approach did it take when pitching venture capitalists, and how did it go about forging its many strategic partnerships? And, most importantly, how can would-be founders learn and effectively utilize Facebook's unique techniques and strategies in their own startup efforts? In *How to Create the Next Facebook*, tech guru Tom Taulli answers all of these questions and more, crystallizing the process by which Facebook was shepherded from idea to IPO to provide a guided blueprint for budding entrepreneurs who are ready to start building their own great business. Regardless of what stage of development your startup is in, *How to Create the Next Facebook*

provides you with clear, compelling, and ultimately actionable advice extracted from Facebook's startup success story. You'll learn how Facebook handled the very same situations your startup is confronting—from how it arrived at its mission statement to what its priorities were during its talent search process—before gaining access to all the concrete, practical guidance you need to make the right decisions for your company and continue moving forward with confidence. And, of course, because Facebook didn't get everything right at first, author Tom Taulli painstakingly details the company's most costly mistakes, documenting everything from its protracted legal struggles to its many failed attempts at establishing multiple revenue streams, so that you can arm your company against the various challenges that threaten to sink even the very best startups. By the time you turn the final pages of *How to Create the Next Facebook*, you'll realize that Facebook is

more than just a fun place to catch up with old friends; it is the ideal model to follow for those who, like you, are ready to build the world's next great startup.

Unscaled - Hemant Taneja
2018-03-27

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society—the economies of scale—on its head. An innovative trend combining technology with economics is unraveling behemoth industries—including corporations, banks, farms, media conglomerates, energy systems, governments, and schools—that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant

organizations. In *Unscaled*, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

Digital Justice - Ethan Katsh
2017-03-09

Improving access to justice has been an ongoing process, and

on-demand justice should be a natural part of our increasingly on-demand society. What can we do for example when Facebook blocks our account, we're harassed on Twitter, discover that our credit report contains errors, or receive a negative review on Airbnb? How do we effectively resolve these and other such issues? *Digital Justice* introduces the reader to new technological tools to resolve and prevent disputes bringing dispute resolution to cyberspace, where those who would never look to a court for assistance can find help for instance via a smartphone. The authors focus particular attention on five areas that have seen great innovation as well as large volumes of disputes: ecommerce, healthcare, social media, labor, and the courts. As conflicts escalate with the increase in innovation, the authors emphasize the need for new dispute resolution processes and new ways to avoid disputes, something that has been ignored by those seeking to improve access to

justice in the past.

Move Fast and Break Things - Jonathan Taplin 2018-04-05

The question isn't who's going to let me: it's who is going to stop me."A powerful argument for reducing inequality and revolutionizing how we use the web for the benefit of the many rather than the few."

Kirkus"Jonathan Taplin, more than anyone I know, can articulate the paralyzing complexities that have arisen from the intertwining of the tech and music industries ... Every musician and every creator should read this book."

Rosanne Cash, Grammy-winning singer and songwriterGoogle. Amazon. Facebook. The modern world is defined by vast digital monopolies turning ever-larger profits. Those of us who consume the content that feeds them are farmed for the purposes of being sold ever more products and advertising. Those that create the content - the artists, writers and musicians - are finding they can no longer survive in this unforgiving economic

landscape. But it didn't have to be this way. This is the story of how a small number of ideologically driven libertarians took the utopian ideal of the internet and turned it into the copyright-mauling, competition-destroying, human-hating nightmare it has become. Their revolution began with a simple premise: to conquer the world, they would steal the value of art (as well as the value of everything else of importance to human beings) from its creators.It is the story of a massive reallocation of revenue in which \$50 billion a year has moved from the creators and owners of content to the monopoly platforms. And if you think that's got nothing to do with you, their next move is to come after your jobs.

Ten Arguments for Deleting Your Social Media Accounts Right Now - Jaron Lanier 2018-05-29

"You might have trouble imagining life without your social media accounts, but virtual reality pioneer Jaron Lanier insists that we're better

off without them. In *Ten Arguments for Deleting Your Social Media Accounts Right Now*, Lanier, who participates in no social media, offers powerful and personal reasons for all of us to leave these dangerous online platforms"-- [Antisocial Media](#) - Siva Vaidhyanathan 2018-05-15

A fully updated paperback edition that includes coverage of the key developments of the past two years, including the political controversies that swirled around Facebook with increasing intensity in the Trump era. If you wanted to build a machine that would distribute propaganda to millions of people, distract them from important issues, energize hatred and bigotry, erode social trust, undermine respectable journalism, foster doubts about science, and engage in massive surveillance all at once, you would make something a lot like Facebook. Of course, none of that was part of the plan. In this fully updated paperback edition of *Antisocial Media*, including a new chapter on the increasing

recognition of--and reaction against--Facebook's power in the last couple of years, Siva Vaidhyanathan explains how Facebook devolved from an innocent social site hacked together by Harvard students into a force that, while it may make personal life just a little more pleasurable, makes democracy a lot more challenging. It's an account of the hubris of good intentions, a missionary spirit, and an ideology that sees computer code as the universal solvent for all human problems. And it's an indictment of how "social media" has fostered the deterioration of democratic culture around the world, from facilitating Russian meddling in support of Trump's election to the exploitation of the platform by murderous authoritarians in Burma and the Philippines. Both authoritative and trenchant, *Antisocial Media* shows how Facebook's mission went so wrong.

[Human-Centered Data Science](#) - Cecilia Aragon 2022-03-01

Best practices for addressing the bias and inequality that

may result from the automated collection, analysis, and distribution of large datasets. Human-centered data science is a new interdisciplinary field that draws from human-computer interaction, social science, statistics, and computational techniques. This book, written by founders of the field, introduces best practices for addressing the bias and inequality that may result from the automated collection, analysis, and distribution of very large datasets. It offers a brief and accessible overview of many common statistical and algorithmic data science techniques, explains human-centered approaches to data science problems, and presents practical guidelines and real-world case studies to help readers apply these methods. The authors explain how data scientists' choices are involved at every stage of the data science workflow—and show how a human-centered approach can enhance each one, by making the process more transparent, asking

questions, and considering the social context of the data. They describe how tools from social science might be incorporated into data science practices, discuss different types of collaboration, and consider data storytelling through visualization. The book shows that data science practitioners can build rigorous and ethical algorithms and design projects that use cutting-edge computational tools and address social concerns.

Zero to One - Peter Thiel
2014-09-16

#1 NEW YORK TIMES
BESTSELLER • “This book delivers completely new and refreshing ideas on how to create value in the world.”—Mark Zuckerberg, CEO of Meta “Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how

we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding

more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.