

The Business Insider

Andrew C. Comrie

The Business Insider's Guide to Silicon Valley Christoph Keese, 2016-10

The Platform Delusion Jonathan A. Knee, 2021-09-07 An investment banker and professor explains what really drives success in the tech economy. Many think that they understand the secrets to the success of the biggest tech companies: Facebook, Amazon, Apple, Netflix, and Google. It's the platform economy, or network effects, or some other magical power that makes their ultimate world domination inevitable. Investment banker and professor Jonathan Knee argues that the truth is much more complicated—but entrepreneurs and investors can understand what makes the giants work, and learn the keys to lasting success in the digital economy. Knee explains what really makes the biggest tech companies work: a surprisingly disparate portfolio of structural advantages buttressed by shrewd acquisitions, strong management, lax regulation, and often, encouraging the myth that they are invincible to discourage competitors. By offering fresh insights into the true sources of strength and very real vulnerabilities of these companies, *The Platform Delusion* shows how investors, existing businesses, and startups might value them, compete with them, and imitate them. *The Platform Delusion* demystifies the success of the biggest digital companies in sectors from retail to media to software to hardware, offering readers what those companies don't want everyone else to know. Knee's insights are invaluable for entrepreneurs and investors in digital businesses seeking to understand what drives resilience and profitability for the long term.

The Story So Far Bill Grueskin, Ava Seave, Lucas Graves, 2011-06-01 Bill Grueskin, Ava Seave, and Lucas Graves spent close to a year tracking the reporting of on-site news organizations some of which were founded over a century ago and others established only in the past year or two and found in their traffic and audience engagement patterns, allocation of resources, and revenue streams ways to increase the profits of digital journalism. In chapters covering a range of concerns, from advertising models and alternative platforms to the success of paywalls, the benefits and drawbacks to aggregation, and the character of emerging news platforms, this volume identifies which digital media strategies make money, which do not, and which new approaches look promising. The most comprehensive analysis to date of digital journalism's financial outlook, this text confronts business challenges both old and new, large and small, suggesting news organizations embrace the unique opportunities of the internet rather than adapt web offerings to legacy business models. The authors ultimately argue that news organizations and their audiences must learn to accept digital platforms and their constant transformation, which demand faster and more consistent innovation and investment.

Meet the Disney Brothers Aaron H. Goldberg, 2019-02-17 WINNER OF THE SILVER BENJAMIN FRANKLIN AWARD FOR JUVENILE NONFICTION You have probably heard the word Disney before. Come on, who hasn't? You've seen Disney movies, watched Disney TV shows, and maybe even visited Disneyland or Walt Disney World. Did you know there were two brothers with the last name of Disney who created this entertainment empire? Walt and Roy Disney built the world's most popular theme parks and brought to life some of the best-known cartoon characters in family entertainment. The story of their lives is a wonderful tale of hard work, determination, and cooperation. While this book is primarily about Walt Disney, his story can't be properly told without including his older brother Roy and the strong bond between siblings that propelled them to worldwide fame and fortune. Illustrations throughout this biography help tell the story of how two farm boys from the Midwest went on to build one of the world's most successful entertainment companies.

Trailblazer Marc Benioff, Monica Langley, 2019-10-15 NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. "The gold standard on how to use business as a platform for change at this urgent time."—Ray Dalio, founder of Bridgewater Associates and author of *Principles: Life and Work* What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In *Trailblazer*, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, *Trailblazer* reveals how anyone can become an agent of change. Praise for *Trailblazer* "A guide for what every business and organization must do to thrive in this period of profound political and economic change."—Jamie Dimon, chairman and CEO of JPMorgan Chase "In *Trailblazer*, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change."—Susan Wojcicki, CEO of YouTube

The 10 Laws of Trust Joel Peterson, 2016-05-18 Because of trust in leadership, in each other, and in the mission, a tiny company like John Deere grew into a worldwide leader. On the opposite spectrum, a lack of trust is what eventually sank the seemingly unsinkable corporation of Enron. A culture of trust for all companies large and small is invaluable. Trust turns deflection into transparency, suspicion into empowerment, and conflict into creativity. And what many have learned unfortunately is that no enterprise is too large or too successful to withstand a lack of trust within its walls. In *The 10 Laws of Trust*, JetBlue chairman and Stanford Graduate School of Business professor Joel Peterson explores how a culture of trust gives companies an edge. Consider this: What does it feel like to work for a firm where leaders and colleagues trust one another? Peterson has found that, when freed from micromanagement and rivalry, every employee contributes his or her best. Risk taking and innovation become the norm. In clear, engaging prose, highlighted by compelling examples, Peterson details how to establish and maintain a culture of trust, including: • Start with integrity • Invest in respect • Empower everyone • Require accountability • Keep everyone informed • And much more! As Peterson notes, "When a company has a reputation for fair dealing, its costs drop: Trust cuts the time spent second-guessing and lawyering." With this indispensable resource for businesses large and small, you will learn how to plant the seeds of trust throughout your organization—and reap the rewards of reputation, profits, and success!

Like Nobody's Business Andrew C. Comrie, 2021-02-23 How do university finances really work? From flagship public research universities to small, private liberal arts colleges, there are few aspects of these institutions associated with more confusion, myths or lack of understanding than how they fund themselves and function in the business of higher education. Using simple, approachable explanations supported by clear illustrations, this book takes the reader on an engaging and enlightening tour of how the money flows. How does the university really pay for itself? Why do tuition and fees rise so fast? Why do universities lose money on research? Do most donations go to athletics? Grounded in hard data, original analyses, and the practical experience of a seasoned administrator, this book provides refreshingly clear answers and comprehensive insights for anyone on or off campus who is interested in the business of the university: how it earns its money, how it spends it, and how it all works.

Business Insider with a Teenager Shirley Martin Wang, 2020-04-13 #1 BOOK TO LEARN HOW TO LAUNCH A BUSINESS AS A TEENAGER Shirley Martin Wang introduces a no-bullshit step-by-step guide for teenagers to dominate the business industry before they turn 18, from landing your ultimate dream job to defying stereotypes about teenage entrepreneurs... In this book, you'll learn about: - starting a business before age 18 - why social media influencers succeed - working legally as a teenager - business ADVICE from 7 teenage entrepreneurs — YouTubers, CEOs, and Content Creators included - how to make yourself the #1 choice for a job - what is "youth professionalism" EXCLUSIVE INTERVIEWS AVAILABLE NOW! with Gen Z Entrepreneurs Jade Darmawangsa and Brennan Agranoff!

Your Money or Your Life Vicki Robin, Joe Dominguez, 2008-12-10 A fully revised edition of one of the most influential books ever written on personal finance with more than a million copies sold "The best book on money. Period." —Grant Sabatier, founder of "Millennial Money," on CNBC Make It This is a wonderful book. It can really change your life. -Oprah For more than twenty-five years, *Your Money or Your Life* has been considered the go-to book for taking back your life by changing your relationship with money. Hundreds of thousands of people have followed this nine-step program, learning to live more deliberately and meaningfully with Vicki Robin's guidance. This fully revised and updated edition with a

foreword by the Frugal Guru (New Yorker) Mr. Money Mustache is the ultimate makeover of this bestselling classic, ensuring that its time-tested wisdom applies to people of all ages and covers modern topics like investing in index funds, managing revenue streams like side hustles and freelancing, tracking your finances online, and having difficult conversations about money. Whether you're just beginning your financial life or heading towards retirement, this book will show you how to:

- Get out of debt and develop savings
- Save money through mindfulness and good habits, rather than strict budgeting
- Declutter your life and live well for less
- Invest your savings and begin creating wealth
- Save the planet while saving money
- ...and so much more!

The seminal guide to the new morality of personal money management. -Los Angeles Times

Performing Under Pressure Hendrie Weisinger, J. P. Pawliw-Fry, 2015-02-24 Nobody performs better under pressure. Regardless of the task, pressure ruthlessly diminishes our judgment, decision-making, attention, dexterity, and performance in every professional and personal arena. In *Performing Under Pressure*, Drs. Hendrie Weisinger and J.P. Pawliw-Fry introduce us to the concept of pressure management, offering empirically tested short term and long term solutions to help us overcome the debilitating effects of pressure. *Performing Under Pressure* tackles the greatest obstacle to personal success, whether in a sales presentation, at home, on the golf course, interviewing for a job, or performing onstage at Carnegie Hall. Despite sports mythology, no one rises to the occasion under pressure and does better than they do in practice. The reality is pressure makes us do worse, and sometimes leads us to fail utterly. But there are things we can do to diminish its effects on our performance. *Performing Under Pressure* draws on research from over 12,000 people, and features the latest research from neuroscience and from the frontline experiences of Fortune 500 employees and managers, Navy SEALs, Olympic and other elite athletes, and others. It offers 22 specific strategies each of us can use to reduce pressure in our personal and professional lives and allow us to better excel in whatever we do. Whether you're a corporate manager, a basketball player, or a student preparing for the SAT, *Performing Under Pressure* will help you to do your best when it matters most.

How to Be a Capitalist Without Any Capital Nathan Latka, 2019-03-07 You don't need to be university educated, have money, be creative, or even have an idea to get rich. You just need to be willing to break the rules. *How to be a Capitalist Without Any Capital* will teach you how to be a modern opportunist - investor, entrepreneur, or side hustler - by breaking these four golden rules of the old guard:

1. Focus on one skill: Wrong. Don't cultivate one great skill to get ahead. In today's business world, success goes to the multitaskers.
2. Be unique: Wrong. The way to get rich is not by launching a new idea but by aggressively copying others and then adding your own twist.
3. Focus on one goal: Wrong. Focus instead on creating a system to produce the outcome you want, not just once, but over and over again.
4. Appeal to the masses: Wrong. The masses are broke (\$4k average net worth in America?). Let others cut a trail through the jungle so you can peacefully walk in and capitalize on their hard work.

By rejecting these defunct rules and following Nathan Latka's unconventional path, you can copy other people's ideas shamelessly, bootstrap a start-up with almost no funding, invest in small local businesses for huge payoffs, and reap all the benefits.

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.

Choose Yourself! James Altucher, 2013 The world is changing. Markets have crashed. Jobs have disappeared. Industries have been disrupted and are being remade before our eyes. Everything we aspired to for "security," everything we thought was "safe," no longer is: College. Employment. Retirement. Government. It's all crumbling down. In every part of society, the middlemen are being pushed out of the picture. No longer is someone coming to hire you, to invest in your company, to sign you, to pick you. It's on you to make the most important decision in your life: Choose Yourself. New tools and economic forces have emerged to make it possible for individuals to create art, make millions of dollars and change the world without "help." More and more opportunities are rising out of the ashes of the broken system to generate real inward success (personal happiness and health) and outward success (fulfilling work and wealth). This book will teach you to do just that. With dozens of case studies, interviews and examples—including the author, investor and entrepreneur James Altucher's own heartbreaking and inspiring story—*Choose Yourself* illuminates your personal path to building a bright, new world out of the wreckage of the old.

Backstage Wall Street: An Insider's Guide to Knowing Who to Trust, Who to Run From, and How to Maximize Your Investments Joshua M. Brown, 2012-03-27 Chances are you haven't been making the best investing decisions. Why? BECAUSE THAT'S HOW WALL STREET WANTS IT Wall Street is very good at one thing: convincing you to act against your own interests. And there's no one out there better equipped with the knowledge and moxie to explain how it all works than Josh Brown. A man The New York Times referred to as "the Merchant of Snark" and Barron's called "pot-stirring and provocative," Brown worked for 10 years in the industry, a time during which he learned some hard truths about how clients are routinely treated—and how their money is sent on a one-way trip to Wall Street's coffers. *Backstage Wall Street* reveals the inner workings of the world's biggest money machine and explains how a relatively small confederation of brilliant, sometimes ill-intentioned people fuel it, operate it, and repair it when necessary—none of which is for the good of the average investor. Offering a look that only a long-term insider could provide (and that only a "reformed" insider would want to provide), Brown describes: THE PEOPLE—Why retail brokers always profit—even if you don't THE PRODUCTS—How funds, ETFs, and other products are invented as failsafe profit generators—for the inventors alone THE PITCH—The marketing schemes designed for one thing and one thing only: to separate you from your money It's that bad . . . but there's a light at the end of the tunnel. Brown gives you the knowledge you need to make the right decisions at the right time. *Backstage Wall Street* is about seeing reality for what it is and adjusting your actions accordingly. It's about learning who and what to steer clear of at all times. And it's about setting the stage for a bright financial future—your own way.

Triggered Donald Trump Jr., 2019-11-05 This is the book that the leftist elites don't want you to read -- Donald Trump, Jr., exposes all the tricks that the left uses to smear conservatives and push them out of the public square, from online shadow banning to rampant political correctness. In *Triggered*, Donald Trump, Jr. will expose all the tricks that the left uses to smear conservatives and push them out of the public square, from online shadow banning to fake accusations of hate speech. No topic is spared from political correctness. This is the book that the leftist elites don't want you to read! Trump, Jr. will write about the importance of fighting back and standing up for what you believe in. From his childhood summers in Communist Czechoslovakia that began his political thought process, to working on construction sites with his father, to the major achievements of President Trump's administration, Donald Trump, Jr. spares no details and delivers a book that focuses on success and perseverance, and proves offense is the best defense.

Business Insider Grayson Bear, 2023

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.

The Little Black Book of Online Business Paul Galloway,2009-01-16 All in one Resource for Internet marketers: This is the only book where internet marketers in myriad fields and industries can acquire access to an itemized and categorized listing of tools to fuel online business. The Little Black Book of Online Business includes a 65 page directory of the best, proven resources to help you explode your Internet business. It has been touted as a required resource for anyone doing business on the net, and has been downloaded from his site over 6,000 times since he first made it available.

Twelve Against the Gods William Bolitho,2018-09-25 An instant bestseller when first published in 1929—biographies of twelve bold individuals from history and what they did to separate themselves from the pack. In his trademark journalist style, author William Bolitho details the lives of twelve great adventurers—Alexander the Great, Casanova, Christopher Columbus, Mahomet, Lola Montez, Cagliostro (and Seraphina), Charles XII of Sweden, Napoleon I, Lucius Sergius Catiline, Napoleon III, Isadora Duncan, and Woodrow Wilson. Bolitho elucidates both the struggles and successes that made these figures so iconic, and demonstrates how they all battled convention and conformity to achieve enduring fame and notoriety. “We are born adventurers,” Bolitho writes, “and the love of adventures never leaves us till we are very old; old, timid men, in whose interest it is that adventure should quite die out. This is why all the poets are on one side, and all the laws on the other; for laws are made by, and usually for, old men.” Though his essays are nearly one hundred years old, they encompass the timeless values of perseverance, bravery, and strength of spirit that have proven to resonate with the pioneers and thought leaders of today. “It’s really quite good.” —Elon Musk “Twelve Against the Gods provides an interesting perspective on what drove and impeded this group of adventurers . . . A good read for anyone who’s interested in history or looking to find some motivation to switch things up and break the rules.” —Áine Cain, Business Insider “I think Twelve Against the Gods is also very appropriate for this day and age. We need adventurers, and there still are a lot of adventurers.” —China Ryall, daughter of William Bolitho

Hell Week Erik Bertrand Larssen,2016-06-14 From world-renowned mental trainer Erik Bertrand Larssen, whose clients include Olympic athletes and Fortune 500 CEOs, Hell Week is a military-inspired yet accessible guide to making the critical changes necessary for long-term professional and personal success and overall lifestyle improvements. Norway native Erik Bertrand Larssen is many things: a veteran paratrooper who served in Bosnia, Kosovo, Macedonia, and Afghanistan; a successful entrepreneur; and a critically acclaimed performance consultant. He has helped catapult the success of countless high-achievers, including Microsoft, Boston Consulting Group, and Statoil ASA executives and Olympic medalist Martin Johnsrud Sundby and top golfer Suzann Pettersen. His life-altering and revered method improves performance by getting people to push themselves past the brink of self-imposed limitations. Central to his technique is the commitment to live and experience just one week as your best self. It’s this week, Larssen says, that will be the catalyst to making the most of the rest of your life. Offering accessible tools and pragmatic, inspirational advice including how to incorporate exercise into your daily routine, Larssen’s game-changing Hell Week shows you how to apply his principles to everyday life, leading to lasting improvement, personal and professional success, and most importantly, a new way of living to a higher standard. Hell Week will resonate with and inspire you to be the best you can be and make everlasting positive changes in all aspects of your life.

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