

INC.

VIVEK RAMASWAMY

¶ CREATIVITY, INC. (THE EXPANDED EDITION) ED CATMULL, AMY WALLACE, 2014-04-08 THE CO-FOUNDER AND LONGTIME PRESIDENT OF PIXAR UPDATES AND EXPANDS HIS 2014 NEW YORK TIMES BESTSELLER ON CREATIVE LEADERSHIP, REFLECTING ON THE MANAGEMENT PRINCIPLES THAT BUILT PIXAR'S SINGULARLY SUCCESSFUL CULTURE, AND ON ALL HE LEARNED DURING THE PAST NINE YEARS THAT ALLOWED PIXAR TO RETAIN ITS CREATIVE CULTURE WHILE CONTINUING TO EVOLVE. "MIGHT BE THE MOST THOUGHTFUL MANAGEMENT BOOK EVER."—FAST COMPANY FOR NEARLY THIRTY YEARS, PIXAR HAS DOMINATED THE WORLD OF ANIMATION, PRODUCING SUCH BELOVED FILMS AS THE TOY STORY TRILOGY, FINDING NEMO, THE INCREDIBLES, UP, AND WALL-E, WHICH HAVE GONE ON TO SET BOX-OFFICE RECORDS AND GARNER EIGHTEEN ACADEMY AWARDS. THE JOYOUS STORYTELLING, THE INVENTIVE PLOTS, THE EMOTIONAL AUTHENTICITY: IN SOME WAYS, PIXAR MOVIES ARE AN OBJECT LESSON IN WHAT CREATIVITY REALLY IS. HERE, CATMULL REVEALS THE IDEALS AND TECHNIQUES THAT HAVE MADE PIXAR SO WIDELY ADMIRERD—AND SO PROFITABLE. AS A YOUNG MAN, ED CATMULL HAD A DREAM: TO MAKE THE FIRST COMPUTER-ANIMATED MOVIE. HE NURTURED THAT DREAM AS A PH.D. STUDENT, AND THEN FORGED A PARTNERSHIP WITH GEORGE LUCAS THAT LED, INDIRECTLY, TO HIS FOUNDING PIXAR WITH STEVE JOBS AND JOHN LASSETER IN 1986. NINE YEARS LATER, TOY STORY WAS RELEASED, CHANGING ANIMATION FOREVER. THE ESSENTIAL INGREDIENT IN THAT MOVIE'S SUCCESS—AND IN THE TWENTY-FIVE MOVIES THAT FOLLOWED—WAS THE UNIQUE ENVIRONMENT THAT CATMULL AND HIS COLLEAGUES BUILT AT PIXAR, BASED ON PHILOSOPHIES THAT PROTECT THE CREATIVE PROCESS AND DEFY CONVENTION, SUCH AS: • GIVE A GOOD IDEA TO A MEDIOCRE TEAM AND THEY WILL SCREW IT UP. BUT GIVE A MEDIOCRE IDEA TO A GREAT TEAM AND THEY WILL EITHER FIX IT OR COME UP WITH SOMETHING BETTER. • IT'S NOT THE MANAGER'S JOB TO PREVENT RISKS. IT'S THE MANAGER'S JOB TO MAKE IT SAFE FOR OTHERS TO TAKE THEM. • THE COST OF PREVENTING ERRORS IS OFTEN FAR GREATER THAN THE COST OF FIXING THEM. • A COMPANY'S COMMUNICATION STRUCTURE SHOULD NOT MIRROR ITS ORGANIZATIONAL STRUCTURE. EVERYBODY SHOULD BE ABLE TO TALK TO ANYBODY. CREATIVITY, INC. HAS BEEN SIGNIFICANTLY EXPANDED TO ILLUMINATE THE CONTINUING DEVELOPMENT OF THE UNIQUE CULTURE AT PIXAR. IT FEATURES A NEW INTRODUCTION, TWO ENTIRELY NEW CHAPTERS, FOUR NEW CHAPTER POSTSCRIPTS, AND CHANGES AND UPDATES THROUGHOUT. PURSUING EXCELLENCE ISN'T A ONE-OFF ASSIGNMENT BUT AN ONGOING, DAY-IN, DAY-OUT, FULL-TIME JOB. AND CREATIVITY, INC. EXPLORES HOW IT IS DONE.

¶ EVANGELICALS INCORPORATED DANIEL VACA, 2019-12-03 A NEW HISTORY EXPLORES THE COMMERCIAL HEART OF EVANGELICAL CHRISTIANITY. AMERICAN EVANGELICALISM IS BIG BUSINESS. FOR DECADES, THE WORLD'S LARGEST MEDIA

CONGLOMERATES HAVE SOUGHT OUT EVANGELICAL CONSUMERS, AND EVANGELICAL BOOKS HAVE REGULARLY BECOME INTERNATIONAL BEST SELLERS. IN THE EARLY 2000s, RICK WARREN'S *THE PURPOSE DRIVEN LIFE* SPENT NINETY WEEKS ON THE NEW YORK TIMES BEST SELLERS LIST AND SOLD MORE THAN THIRTY MILLION COPIES. BUT WHY HAVE EVANGELICALS ACHIEVED SUCH REMARKABLE COMMERCIAL SUCCESS? ACCORDING TO DANIEL VACA, EVANGELICALISM DEPENDS UPON COMMERCIALISM. TRACING THE ONCE-HUMBLE EVANGELICAL BOOK INDUSTRY'S EMERGENCE AS A LUCRATIVE CENTER OF THE US BOOK TRADE, VACA ARGUES THAT EVANGELICAL CHRISTIANITY BECAME RELIGIOUSLY AND POLITICALLY PROMINENT THROUGH BUSINESS ACTIVITY. THROUGH AREAS OF COMMERCE SUCH AS BRANDING, RETAILING, MARKETING, AND FINANCE, FOR-PROFIT MEDIA COMPANIES HAVE CAPITALIZED ON THE EXPANSIVE POTENTIAL OF EVANGELICALISM FOR MORE THAN A CENTURY. RATHER THAN TREAT EVANGELICALISM AS A TYPE OF CONSERVATIVE PROTESTANTISM THAT MARKET FORCES HAVE COMMODIFIED AND CORRUPTED, VACA ARGUES THAT EVANGELICALISM IS AN EXPRESSLY COMMERCIAL RELIGION. ALTHOUGH RELIGIOUS TRADITIONS SEEM TO INCORPORATE PEOPLE WHO EMBRACE DISTINCT THEOLOGICAL IDEAS AND BELIEFS, VACA SHOWS, MEMBERS OF CONTEMPORARY CONSUMER SOCIETY OFTEN PARTICIPATE IN RELIGIOUS CULTURES BY ENGAGING COMMERCIAL PRODUCTS AND CORPORATIONS. BY EXAMINING THE HISTORY OF COMPANIES AND CORPORATE CONGLOMERATES THAT HAVE PRODUCED AND DISTRIBUTED BEST-SELLING RELIGIOUS BOOKS, BIBLES, AND MORE, VACA NOT ONLY ILLUSTRATES HOW EVANGELICAL IDEAS, IDENTITIES, AND ALLIANCES HAVE DEVELOPED THROUGH COMMERCIAL ACTIVITY BUT ALSO REVEALS HOW THE PRODUCTION OF EVANGELICAL IDENTITY BECAME A COMPONENT OF MODERN CAPITALISM.

📖 **INSPIRED INC.** LISA MACCALLUM, EMILY BREW, NICOLE HOWSON, 2019-04-25 MEET THE NEW C.E.O.S: THE CONSUMERS, EMPLOYEES AND OUTSIDERS WHO CAN MAKE OR BREAK YOUR COMPANY FASTER THAN EVER. IF YOU'RE RUNNING AN INSPIRED COMPANY YOUR WORKDAY LOOKS LIKE THIS: YOU HAVE A MISSION WITH MANY WINNERS. YOU EXECUTE IT WITH PASSION. YOU ARE UNAPOLOGETIC IN YOUR REFUSAL TO BE RAILROADED BY EXISTING SYSTEMS OR CORPORATE NORMS. YOU ARE COMMITTED TO DOING THE RIGHT THING. YOU TAKE DIRECTION FROM YOUR CUSTOMERS, EMPLOYEES, AND COMPANY OUTSIDERS. THEY GIVE YOU THEIR SUPPORT AND TRUST IN RETURN. ALL OF YOUR PROFITS ARE DERIVED FROM YOUR MISSION, NOT FROM PENALIZING YOUR CUSTOMERS OR OTHER STAKEHOLDERS. THAT'S A COMPANY THE WORLD WILL GET BEHIND. A WORLD AS INVESTED IN YOUR SUCCESS AS YOU ARE. **INSPIRED INC.** IS AN INDISPENSABLE ROADMAP TO GETTING THE NEW C.E.O.S ONSIDE.

📖 **W/oke, Inc** VIVEK RAMASWAMY, 2023-08-15 IN THIS INSTANT NEW YORK TIMES BESTSELLER, A YOUNG AND SUCCESSFUL ENTREPRENEUR MAKES THE CASE

THAT POLITICS HAS NO PLACE IN BUSINESS, AND SETS OUT A NEW VISION FOR THE FUTURE OF AMERICAN CAPITALISM. THERE'S A NEW INVISIBLE FORCE AT WORK IN OUR ECONOMIC AND CULTURAL LIVES. IT AFFECTS EVERY ADVERTISEMENT WE SEE AND EVERY PRODUCT WE BUY, FROM OUR MORNING COFFEE TO A NEW PAIR OF SHOES. STAKEHOLDER CAPITALISM MAKES ROSY PROMISES OF A BETTER, MORE DIVERSE, ENVIRONMENTALLY FRIENDLY WORLD, BUT IN REALITY THIS IDEOLOGY CHAMPIONED BY AMERICA'S BUSINESS AND POLITICAL LEADERS ROBS US OF OUR MONEY, OUR VOICE, AND OUR IDENTITY. VIVEK RAMASWAMY IS A TRAITOR TO HIS CLASS. HE'S FOUNDED MULTIBILLION-DOLLAR ENTERPRISES, LED A BIOTECH COMPANY AS CEO, HE BECAME A HEDGE FUND PARTNER IN HIS 20s, TRAINED AS A SCIENTIST AT HARVARD AND A LAWYER AT YALE, AND GREW UP THE CHILD OF IMMIGRANTS IN A SMALL TOWN IN OHIO. NOW HE TAKES US BEHIND THE SCENES INTO CORPORATE BOARDROOMS AND FIVE-STAR CONFERENCES, INTO IVY LEAGUE CLASSROOMS AND SECRETIVE NONPROFITS, TO REVEAL THE DEFINING SCAM OF OUR CENTURY. THE MODERN WOKE-INDUSTRIAL COMPLEX DIVIDES US AS A PEOPLE. BY MIXING MORALITY WITH CONSUMERISM, AMERICA'S ELITES PREY ON OUR INNERMOST INSECURITIES ABOUT WHO WE REALLY ARE. THEY SELL US CHEAP SOCIAL CAUSES AND SKIN-DEEP IDENTITIES TO SATISFY OUR HUNGER FOR A CAUSE AND OUR SEARCH FOR MEANING, AT A MOMENT WHEN WE AS AMERICANS LACK BOTH. THIS BOOK NOT ONLY RIPS BACK THE CURTAIN ON THE NEW CORPORATIST AGENDA, IT OFFERS A BETTER WAY FORWARD. AMERICA'S ELITES MAY WANT TO SORT US INTO DEMOGRAPHIC BOXES, BUT WE DON'T HAVE TO STAY THERE. WOKE, INC. BEGINS AS A CRITIQUE OF STAKEHOLDER CAPITALISM AND ENDS WITH AN EXPLORATION OF WHAT IT MEANS TO BE AN AMERICAN IN 2021--A JOURNEY THAT BEGINS WITH CYNICISM AND ENDS WITH HOPE.

📖 **JOY, INC.** RICHARD SHERIDAN, 2015-01-27 "A GUIDEBOOK FOR HOW LEADERS CAN MOTIVATE, ENGAGE, AND RECOGNIZE THEIR PEOPLE ALL THE WHILE GROWING THE BUSINESS PROFITABLY." —FORBES.COM EVERY YEAR, THOUSANDS OF VISITORS COME FROM AROUND THE WORLD TO VISIT MENLO INNOVATIONS, A SMALL SOFTWARE COMPANY IN ANN ARBOR, MICHIGAN. THEY MAKE THE TREK NOT TO LEARN ABOUT TECHNOLOGY BUT TO WITNESS A RADICALLY DIFFERENT APPROACH TO COMPANY CULTURE. CEO RICH SHERIDAN REMOVED THE FEAR AND AMBIGUITY THAT TYPICALLY MAKE A WORKPLACE MISERABLE. WITH JOY AS THE EXPLICIT GOAL, HE AND HIS TEAM CHANGED EVERYTHING ABOUT HOW THE COMPANY WAS RUN. THE RESULTS BLEW AWAY ALL EXPECTATIONS. MENLO HAS WON NUMEROUS GROWTH AWARDS AND WAS NAMED AN INC. MAGAZINE "AUDACIOUS SMALL COMPANY." JOY, INC. OFFERS AN INSIDE LOOK AT HOW MENLO CREATED ITS CULTURE, AND SHOWS HOW ANY ORGANIZATION CAN FOLLOW THEIR METHODS FOR A MORE PASSIONATE TEAM AND SUSTAINABLE, PROFITABLE RESULTS.

📖 **NATURE INC.** BRAM B. SCHER, WOLFRAM DRESSLER, ROBERT

FLETCHER, 2014-05-29 WITH GLOBAL WILDLIFE POPULATIONS AND BIODIVERSITY RICHES IN PERIL, IT IS OBVIOUS THAT INNOVATIVE METHODS OF ADDRESSING OUR PLANET'S ENVIRONMENTAL PROBLEMS ARE NEEDED. BUT IS "THE MARKET" THE ANSWER? NATURE? INC. BRINGS TOGETHER CUTTING-EDGE RESEARCH BY RESPECTED SCHOLARS FROM AROUND THE WORLD TO ANALYZE HOW "NEOLIBERAL CONSERVATION" IS RESHAPING HUMAN-NATURE RELATIONS.

ARTS, INC. BILL IVEY, 2010-11-11 "BILL IVEY HAS WRITTEN A THOUGHTFUL AND THOUGHT-PROVOKING BOOK ON THE STATE OF THE ARTS IN AMERICA TODAY. HE TRACKS OUR LOSS OF HERITAGE AND RISK-TAKING AND COMMENTS COGENTLY ON THE PAST CULTURE WARS. HIS DISCUSSION OF THE CORPORATE HIJACKING OF INTELLECTUAL PROPERTY IS HIGHLY ARTICULATE AND SHOULD BE READ BY EVERYONE."—JANE ALEXANDER "YOU DON'T HAVE TO AGREE WITH ALL HIS CONCLUSIONS TO RECOGNIZE THAT BILL IVEY'S ARTS, INC. IS AN IMPORTANT BOOK. IT'S A MUST-READ FOR ALL THOSE INTERESTED IN AMERICAN ART AND CULTURE AND THE PUBLIC INTEREST IN PRESERVING ACCESS TO OUR HERITAGE FOR EVERYONE, AND AS IT CONTRIBUTES TO THE ARTS OF TODAY AND TOMORROW."—FRANK HODSOLL "ARTS, INC. IS THE FIRST COMPREHENSIVE EFFORT TO EXPLORE THE ROLE AND POTENTIAL OF A COORDINATED VISION FOR ART, CULTURE, AND EXPRESSION IN AMERICAN PUBLIC LIFE. THROUGH STRANDS OF PERSONAL AND PROFESSIONAL MEMOIR, POLICY ANALYSIS, FOR-PROFIT AND NONPROFIT INDUSTRY INSIGHTS, AND PERSONAL CONVICTION, BILL IVEY DEFINES A NEW CANVAS FOR MORE PRODUCTIVE AND INCLUSIVE CONVERSATIONS ON THE EXPRESSIVE LIFE OF OUR NATION AND ITS CITIZENS."—ANDREW TAYLOR, BOLZ CENTER FOR ARTS ADMINISTRATION, UNIVERSITY OF WISCONSIN-MADISON "VERY FEW OBSERVERS OF THE CONTEMPORARY U.S. AND GLOBAL ARTS WORLDS HAVE BILL IVEY'S CAPACITY FOR FIRST-HAND EXAMPLES OF HOW TRADE REPRESENTATIVES, ARTISTS, MUSIC EXECUTIVES, CORPORATE ATTORNEYS, ELECTED OFFICIALS, NON-PROFIT EXECUTIVES AND MANY OTHER PARTICIPANTS INFLUENCE THE COURSE OF THE ARTS, AND IN PARTICULAR, THE PUBLIC'S ACCESS TO THE ARTS. ARTS, INC. IS AN IMPORTANT WORK BECAUSE IT ASSERTS, IN A VERY THOUGHTFUL AND URGENT MANNER, THAT AMERICANS HAVE A RIGHT TO A BETTER EXPRESSIVE LIFE."—JOHN KREIDLER, RETIRED EXECUTIVE DIRECTOR, CULTURAL INITIATIVES SILICON VALLEY AT A TIME WHEN INTERNATIONAL POLLS SHOW DOUBTS ABOUT AMERICA, OUR ART AND CULTURE ARE A CRUCIAL RESOURCE FOR OUR SOFT POWER. BILL IVEY DOES A WONDERFUL JOB OF EXPLAINING THE IMPORTANCE OF ART AS A PUBLIC ISSUE. —JOSEPH S. NYE, JR., AUTHOR OF SOFT POWER: THE MEANS TO SUCCESS IN WORLD POLITICS "A PROFOUNDLY IMPORTANT DIAGNOSIS BY PERHAPS AMERICA'S BEST-QUALIFIED CRITIC OF THE HARM TO OUR CULTURE CAUSED BY OVERREGULATION AND INADEQUATE SUPPORT. IVEY HAS GIVEN US A RICH AND BEAUTIFULLY WRITTEN WARNING ABOUT THE CULTURE WE'RE LOSING, AND A

POWERFUL AND HISTORICALLY COMPELLING IMAGE OF A CULTURE THAT COULD BE.”—LAWRENCE LESSIG, STANFORD LAW SCHOOL WALT WHITMAN WAS DEMOCRACY’S ELOQUENT POET WHO UNDERSTOOD THAT DEMOCRACY IS NOT JUST A FORM OF GOVERNMENT BUT A WAY OF LIFE ROOTED IN CULTURE. BILL IVEY IS CULTURE’S ELOQUENT ADVOCATE WHO KNOWS THAT AS DEMOCRACY NEEDS THE ARTS, THE ARTS NEED THE ADVOCACY OF GOVERNMENT. HIS MANIFESTO ARTS, INC. IS A PASSIONATE ATTACK ON THE COMMERCIALIZATION OF CULTURE AND A PLEA FOR A CULTURAL BILL OF RIGHTS THAT WILL RESTORE TO ALL AMERICANS THEIR RIGHT TO A HERITAGE, TO CREATIVE EXPRESSION AND TO A CREATIVE LIFE. THIS IS NOT JUST A VITAL BOOK ABOUT THE ARTS, BUT A VITAL BOOK ABOUT DEMOCRACY. —BENJAMIN R. BARBER, AUTHOR OF JIHAD VS. MCWORLD AND CONSUMED.

📖 **DIVERSITY, INC.** PAMELA NEWKIRK, 2019-10-22 ONE OF TIME MAGAZINE’S MUST-READ BOOKS OF 2019 AN AWARD-WINNING JOURNALIST SHOWS HOW WORKPLACE DIVERSITY INITIATIVES HAVE TURNED INTO A PROFOUNDLY MISGUIDED INDUSTRY--AND HAVE DONE LITTLE TO BRING EQUALITY TO AMERICA’S MAJOR INDUSTRIES AND INSTITUTIONS. DIVERSITY HAS BECOME THE NEW BUZZWORD, CHAMPIONED BY ELITE INSTITUTIONS FROM ACADEMIA TO HOLLYWOOD TO CORPORATE AMERICA. IN AN EFFORT TO ENSURE THEIR ORGANIZATIONS REPRESENT THE RACIAL AND ETHNIC MAKEUP OF THE COUNTRY, INDUSTRY AND FOUNDATION LEADERS HAVE PLEDGED HUNDREDS OF MILLIONS OF DOLLARS TO COMMISSION STUDIES, LAUNCH TRAINING SESSIONS, AND HIRE CONSULTANTS AND DIVERSITY CZARS. BUT IS IT WORKING? IN DIVERSITY, INC., AWARD-WINNING JOURNALIST PAMELA NEWKIRK SHINES A BRIGHT LIGHT ON THE DIVERSITY INDUSTRY, ASKING THE TOUGH QUESTIONS ABOUT WHAT HAS BEEN EFFECTIVE--AND WHY PROGRESS HAS BEEN SO SLOW. NEWKIRK HIGHLIGHTS THE RARE SUCCESS STORIES, SHARING VALUABLE LESSONS ABOUT HOW OTHER INDUSTRIES CAN MATCH THOSE GAINS. BUT AS SHE ARGUES, DESPITE DECADES OF HANDWRINGING, COSTLY INITIATIVES, AND UNCOMFORTABLE CONVERSATIONS, ORGANIZATIONS HAVE, APART FROM A FEW EXCEPTIONS, FALLEN FAR SHORT OF THEIR GOALS. DIVERSITY, INC. INCISIVELY SHOWS THE VAST GAP BETWEEN THE RHETORIC OF INCLUSIVITY AND REAL ACHIEVEMENTS. IF WE ARE TO DELIVER ON THE PROMISE OF TRUE EQUALITY, WE NEED TO ABANDON INEFFECTIVE, COSTLY MEASURES AND COMMIT OURSELVES TO COMBATTING ENDURING RACIAL ATTITUDES

📖 **CHINA, INC** TED C. FISHMAN, 2005 WHAT WILL HAPPEN WHEN CHINA CAN MAKE NEARLY EVERYTHING THE U.S. AND EUROPE CAN MAKE--AT ONE-THIRD THE COST? FISHMAN DELVES INTO DANGEROUS QUESTION THAT NOT EVERYONE WANTS ANSWERED.

📖 **CONTENT INC.: HOW ENTREPRENEURS USE CONTENT TO BUILD MASSIVE AUDIENCES AND CREATE RADICALLY SUCCESSFUL BUSINESSES** JOE

PULIZZI, 2015-09-04 THE NEW RULEBOOK FOR ENTREPRENEURIAL SUCCESS

WHAT'S THE SUREST WAY TO STARTUP FAILURE? FOLLOW OLD, OUTDATED RULES. IN CONTENT INC., ONE OF TODAY'S MOST SOUGHT-AFTER CONTENT-MARKETING STRATEGISTS REVEALS A NEW MODEL FOR ENTREPRENEURIAL SUCCESS. SIMPLY PUT, IT'S ABOUT DEVELOPING VALUABLE CONTENT, BUILDING AN AUDIENCE AROUND THAT CONTENT, AND THEN CREATING A PRODUCT FOR THAT AUDIENCE. NOTICE A SHIFT? AUTHOR JOE PULIZZI FLIPS THE TRADITIONAL ENTREPRENEURIAL APPROACH OF FIRST CREATING A PRODUCT AND THEN TRYING TO FIND CUSTOMERS. IT'S A BRILLIANT REVERSE-ENGINEERING OF A MODEL THAT RARELY SUCCEEDS. THE RADICAL SIX-STEP BUSINESS-BUILDING PROCESS REVEALED IN THIS BOOK IS SMART, SIMPLE, PRACTICAL, AND COST-EFFECTIVE. AND BEST OF ALL, IT WORKS. IT'S A STRATEGY PULIZZI USED TO BUILD HIS OWN SUCCESSFUL COMPANY, CONTENT MARKETING INSTITUTE, WHICH HAS LANDED ON INC. MAGAZINE'S LIST OF FASTEST GROWING PRIVATE COMPANIES FOR THREE YEARS STRAIGHT. IT'S ALSO A STRATEGY COUNTLESS OTHER ENTREPRENEURS USE TO BUILD THEIR OWN MULTI-MILLION DOLLAR COMPANIES. BUILD AN AUDIENCE AND YOU'LL BE ABLE TO SELL PRETTY MUCH ANYTHING YOU WANT. TODAY'S MARKETS ARE MORE DYNAMIC AND CUSTOMERS ARE MORE FICKLE THAN EVER BEFORE. WHY WOULD YOU PUT ALL YOUR EGGS IN ONE BASKET BEFORE SECURING A LOYAL CUSTOMER BASE? CONTENT INC. SHOWS YOU HOW TO GET CUSTOMERS FIRST AND DEVELOP PRODUCTS LATER. IT'S THE BEST WAY TO BUILD A SOLID, LONG-LASTING BUSINESS POSITIONED FOR TODAY'S CONTENT-DRIVEN WORLD. THIS IS THE SIMPLE BUT PROFOUNDLY SUCCESSFUL ENTREPRENEURIAL APPROACH OF ONE OF TODAY'S MOST CREATIVE BUSINESS MINDS. A PIONEER OF CONTENT MARKETING, PULIZZI HAS CRACKED TO CODE WHEN IT COMES TO THE POWER OF CONTENT IN A WORLD WHERE MARKETERS STILL HOLD FAST TO TRADITIONAL MODELS THAT NO LONGER WORK. IN CONTENT INC., HE BREAKS DOWN THE BUSINESS-STARTUP PROCESS INTO SIX STEPS, MAKING IT SIMPLE FOR YOU TO VISUALIZE, LAUNCH, AND MONETIZE YOUR OWN BUSINESS. THESE STEPS ARE: • THE "SWEET SPOT": IDENTIFY THE INTERSECTION OF YOUR UNIQUE COMPETENCY AND YOUR PERSONAL PASSION • CONTENT TILTING: DETERMINE HOW YOU CAN "TILT" YOUR SWEET SPOT TO FIND A PLACE WHERE LITTLE OR NO COMPETITION EXISTS • BUILDING THE BASE: ESTABLISH YOUR NUMBER-ONE CHANNEL FOR DISSEMINATING CONTENT (BLOG, PODCAST, YOUTUBE, ETC.) • HARVESTING AUDIENCE: USE SOCIAL-MEDIA AND SEO TO CONVERT ONE-TIME VISITORS INTO LONG-TERM SUBSCRIBERS • DIVERSIFICATION: GROW YOUR BUSINESS BY EXPANDING INTO MULTIPLE DELIVERY CHANNELS • MONETIZATION: NOW THAT YOUR EXPERTISE IS ESTABLISHED, YOU CAN BEGIN CHARGING MONEY FOR YOUR PRODUCTS OR SERVICES THIS MODEL HAS WORKED WONDERS FOR PULIZZI AND COUNTLESS OTHER EXAMPLES DETAILED IN THE BOOK. CONNECT THESE SIX PIECES LIKE A PUZZLE, AND BEFORE YOU KNOW IT, YOU'LL BE RUNNING YOUR OWN PROFITABLE, SCALABLE

BUSINESS. PULIZZI WALKS YOU STEP BY STEP THROUGH THE PROCESS, BASED ON HIS OWN SUCCESS (AND FAILURES) AND REAL-WORLD MULTI-MILLION DOLLAR EXAMPLES FROM MULTIPLE INDUSTRIES AND COUNTRIES. WHETHER YOU'RE SEEKING TO START A BRAND-NEW BUSINESS OR DRIVE INNOVATION IN AN EXISTING ONE, CONTENT INC. PROVIDES EVERYTHING YOU NEED TO REVERSE-ENGINEER THE TRADITIONAL ENTREPRENEURIAL MODEL FOR BETTER, MORE SUSTAINABLE SUCCESS. JOE PULIZZI IS AN ENTREPRENEUR, PROFESSIONAL SPEAKER, AND PODCASTER. HE IS THE FOUNDER OF SEVERAL STARTUPS, INCLUDING THE CONTENT MARKETING INSTITUTE (CMI), RECOGNIZED AS THE FASTEST GROWING BUSINESS MEDIA COMPANY BY INC. MAGAZINE IN 2014. CMI PRODUCES CONTENT MARKETING WORLD, THE WORLD'S LARGEST CONTENT MARKETING EVENT, AND PUBLISHES THE LEADING CONTENT MARKETING MAGAZINE, CHIEF CONTENT OFFICER. PULIZZI'S BOOK EPIC CONTENT MARKETING WAS NAMED ONE OF FORTUNE MAGAZINE'S FIVE MUST READ BUSINESS BOOKS OF THE YEAR.

📖 **SAUDI, INC.: THE ARABIAN KINGDOM'S PURSUIT OF PROFIT AND POWER** ELLEN R. WALD, 2018-04-03 A HISTORY OF THE MOST PROFITABLE COMPANY IN THE WORLD, SAUDI ARAMCO, AND THE STORY BEHIND THE FAMILY THAT RUTHLESSLY MANEUVERED TO CONTROL THIS MULTI-TRILLION DOLLAR ENTERPRISE. THE SAUDI ROYAL FAMILY AND ARAMCO LEADERSHIP ARE, AND ALMOST ALWAYS HAVE BEEN, MOTIVATED BY AMBITIONS OF LONG-TERM STRENGTH AND PROFIT. THEY USE ISLAMIC LAW, TRADITIONAL IDEOLOGY, AND HARSH JUSTICE TO MAINTAIN STABILITY AND THEIR OWN POWER, BUT UNDERNEATH THE THOBES AND ABAYAS AND BEHIND THE RELIGIOUS FANATICISM AND ILLIBERALISM LIES A MOST SOPHISTICATED AND RUTHLESS BUSINESS ENTERPRISE. TODAY, THAT CORPORATION IS POISED TO PULL OFF THE BIGGEST IPO IN HISTORY. OVER MORE THAN A CENTURY, FED BY AMBITION AND OIL WEALTH, AL SAUD, AS THE ROYAL FAMILY IS KNOWN, HAS COME FROM NEXT TO NOTHING TO RULE AS ABSOLUTE MONARCHS, A CONTRAST WITH THE WORLD AROUND THEM AND MODERNITY ITSELF. THE STORY STARTS WITH SAUDI ARABIA'S FOUNDER, ABDUL AZIZ, A LOWLY REFUGEE EMBARKING ON A DARING GAMBIT TO RECONQUER HIS FAMILY'S ANCESTRAL HOME?THE MUD-WALLED CITY OF RIYADH. IT TAKES READERS ALMOST TO PRESENT DAY, WHEN THE MULTINATIONAL FAMILY BUSINESS HAS MADE AL SAUD THE WEALTHIEST FAMILY IN THE WORLD AND ON THE CUSP OF A NEW TRANSFORMATION. NOW AL SAUD AND ITS FAMILY BUSINESS, ARAMCO, ARE EMBARKING ON THEIR MOST AMBITIOUS MOVE: TAKING THE COMPANY PUBLIC AND PREPARING THE COUNTRY FOR THE NEXT GENERATION.

📖 **MEANING INC** GURNEK BAINS, 2011-05-26 MEANING, INC. IS ABOUT ACHIEVING HAPPINESS, MOTIVATION AND PERFORMANCE AT WORK FOR YOU AND YOUR ORGANISATION. WELL-MOTIVATED PEOPLE WHO ARE HAPPY WITH THEIR WORK AND WHERE THEY WORK ARE MORE LIKELY TO DELIVER HIGH PERFORMANCE. PEOPLE WHO

WORK FOR ORGANISATIONS WHOSE PURPOSE THEY BELIEVE IN ARE MORE LIKELY TO GO THE EXTRA MILE TO HELP ACHIEVE THAT PURPOSE. YET MODERN ORGANISATIONS TOO OFTEN STIFLE THE ENTHUSIASM AND SKILLS OF THOSE WHO WORK FOR THEM. INSTEAD OF PROVIDING MEANING, THEY PREVENT IT. MEANING INC. SHOWS THE WAY FOR ORGANISATIONS TO PROVIDE MEANING TO THEIR PEOPLE THROUGH A CLEARLY UNDERSTOOD SENSE OF PURPOSE, UNEQUIVOCAL VALUES AND DAY-TO-DAY LEADERSHIP. THIS IS JOINED-UP BUSINESS THINKING FOR 21ST CENTURY LEADERS AND ORGANISATIONS.

📖 **WORLD, INC** BRUCE PIASECKI, 2007 CAPITALISM IS IN THE MIDST OF PROFOUND TRANSFORMATION . . . [THIS BOOK] WILL OFFER . . . THE CORE PRINCIPLES AND VISIONARY INSIGHT YOU NEED TO IDENTIFY WHICH COMPANIES WILL SUCCEED IN THE 21ST CENTURY.--FROM THE FOREWORD BY PATRICIA ABURDENE, BESTSELLING AUTHOR OF THE MEGATRENDS SERIES.

📖 **DISASTER INC** CAIMH McDONNELL, 2018 THE FIRST BOOK IN A NEW SERIES FOLLOWING ON FROM CAIMH McDONNELL'S ACCLAIMED DUBLIN TRILOGY. BUNNY MCGARRY IS BACK AND IN NEW YORK.

📖 **INC. YOURSELF, 11TH EDITION** JUDITH McQUOWN, 2014-02-25 INC. YOURSELF IS THE LONGEST-SELLING BUSINESS BOOK IN THE HISTORY OF TRADE PUBLISHING. IN CONTINUOUS PRINT SINCE 1977, IT HAS SOLD MORE THAN 700,000 COPIES TO DATE. FOR 37 YEARS IT HAS HELPED ENTREPRENEURS, SMALL-BUSINESS OWNERS, AND PROFESSIONALS SAVE THOUSANDS OF DOLLARS A YEAR BY INCORPORATING. MORE THAN 10 MILLION AMERICANS HAVE STARTED THEIR OWN BUSINESS SINCE 2002. THIS "ENTREPRENEURIAL CLASSIC" (CNBC) IS NOW COMPLETELY REVISED AND UPDATED TO HELP NEW AND RECENT ENTREPRENEURS—MANY OF THEM FORTUNE 500 DOWNSIZING CASUALTIES. WRITTEN IN CLEAR, EASY-TO-UNDERSTAND LANGUAGE, INC. YOURSELF IS A NO-NONSENSE, STEP-BY-STEP GUIDE TO SUCCESS. IT PROVIDES METICULOUSLY RESEARCHED INFORMATION ON THE LATEST TAX LAWS AND LEGISLATION THAT AFFECT INDIVIDUALS AND SMALL BUSINESSES. FROM SELECTING THE RIGHT TYPE OF CORPORATION FOR YOUR BUSINESS OR PROFESSION TO CHOOSING THE BENEFITS TO OFFER AND DESIGNING THE RIGHT PENSION PLAN, INC. YOURSELF PROVIDES ALL THE INFORMATION AND GUIDANCE YOU NEED TO TAKE CHARGE OF YOUR CAREER AND SECURE A PROFITABLE FUTURE.

📖 **PANDEMIC, INC.** J. DAVID McSWANE, 2023-03-14 "THIS STARTLING, VITAL BOOK DESERVES OUR ATTENTION." —SAN FRANCISCO CHRONICLE FOR FANS OF WAR DOGS AND BAD BLOOD, AN EXPLOSIVE LOOK INSIDE THE RUSH TO PROFIT FROM THE COVID-19 PANDEMIC, FROM THE AWARD-WINNING PROPUBLICA REPORTER WHO SAW IT FIRSTHAND. THE UNITED STATES FEDERAL GOVERNMENT SPENT OVER \$10 BILLION ON MEDICAL PROTECTIVE WEAR AND EMERGENCY SUPPLIES, YET AS COVID-19 SWEEPED THE NATION, LIFE-SAVING EQUIPMENT SUCH AS MASKS,

GLOVES, AND VENTILATORS WAS NEARLY IMPOSSIBLE TO FIND. IN THIS BRILLIANT NONFICTION THRILLER, CALLED “REVELATORY” BY THE WASHINGTON POST, AWARD-WINNING INVESTIGATIVE REPORTER J. DAVID McSWANE TAKES US BEHIND THE SCENES TO REVEAL HOW TRADERS, CONTRACTORS, AND HEALTHCARE COMPANIES USED ONE OF THE DARKEST MOMENTS IN AMERICAN HISTORY TO FILL THEIR POCKETS. DETERMINED TO UNCOVER HOW THIS WAS POSSIBLE, HE SPENT OVER A YEAR ON PRIVATE JETS AND IN SECRET WAREHOUSES, TRAVELING FROM CALIFORNIA TO CHICAGO TO WASHINGTON, DC, TO INTERVIEW BOTH THE MOST TREACHEROUS OF PROFITEERS AND THE VICTIMS OF THEIR CRIMES. PANDEMIC, INC. IS THE STORY OF THE FRAUDSTER WHO SIGNED A MULTI-MILLION-DOLLAR CONTRACT WITH THE GOVERNMENT TO PROVIDE LIFESAVING PPE, AND YET NEVER CAME UP WITH A SINGLE MASK. THE NAVY ADMIRAL AT THE HELM OF THE NATIONAL HUNT FOR ADDITIONAL MEDICAL RESOURCES. THE DEPARTMENT OF HEALTH WHISTLEBLOWER WHO CHAMPIONED MASKS EARLY ON AND WAS SILENCED BY THE GOVERNMENT AND CONSERVATIVE MEDIA. AND THE POLITICIAN WHO CALLOUSLY SLASHED FEDERAL EMERGENCY FUNDING AND GUTTED THE FEDERAL PPE STOCKPILE. WINNER OF THE GOLDSMITH PRIZE FOR INVESTIGATIVE REPORTING, McSWANE CONNECTS THE DOTS BETWEEN BACKDOOR DEALS AND THE SPOILS SYSTEMS TO PROVIDE THE DEFINITIVE ACCOUNT OF HOW THIS PANDEMIC WAS SO CATASTROPHICALLY MISHANDLED. SHOCKING AND MONUMENTAL, PANDEMIC, INC. EXPOSES A SYSTEM THAT IS BOTH DEEPLY RIGGED, AND SINGULARLY AMERICAN.

📖 **PLATE INC** MATT TAIBBI, 2021-03

📖 **ART, INC.** LISA CONGDON, 2014-08-12 YOU DON'T HAVE TO STARVE TO BE AN ARTIST. BUILD A CAREER DOING WHAT YOU LOVE. IN THIS PRACTICAL GUIDE BOOK, PROFESSIONAL ARTIST LISA CONGDON REVEALS THE MANY WAYS YOU CAN EARN A LIVING BY MAKING ART—THROUGH ILLUSTRATION, LICENSING, FINE ART SALES, PRINT SALES, TEACHING, AND BEYOND. • INCLUDING INDUSTRY ADVICE FROM SUCH SUCCESSFUL ART-WORLD PROS AS NIKKI MCCLURE, MARK HEARLD, PAULA SCHER, AND MORE • THIS ART AND BUSINESS BOOK WILL EQUIP YOU WITH THE TOOLS—AND THE CONFIDENCE—TO TURN YOUR PASSION INTO A PROFITABLE BUSINESS. • CHAPTERS ON SETTING ACTIONABLE GOALS, DIVERSIFYING YOUR INCOME, COPYRIGHTING YOUR WORK, PROMOTING WITH SOCIAL MEDIA, AND SO MUCH MORE A THOUGHTFUL GIFT FOR YOUNG ARTISTS, PEOPLE INTERESTING IN MAKING THEIR PASSION A PROFESSION, AND ART AND DESIGN SCHOOL GRADUATES. LISA CONGDON'S BESTSELLING BOOKS, ONLINE CLASSES, AND INSTAGRAM FEED (BELOVED BY 375,000+ FANS) HAVE INSPIRED SO MANY PEOPLE TO FOLLOW THEIR CREATIVE PASSIONS. IN THIS BOOK CONDON DOES WHAT SHE DOES BEST—BRING BOLD AND COLORFUL FLAIR TO SMART, CREATIVE, DOWN-TO-EARTH ADVICE AND INSPIRATION.

📖 **REMOTE, INC.** ROBERT C. POZEN, ALEXANDRA SAMUEL, 2021-04-27 YOU CAN

THRIVE AND EXCEL WHEN YOU'RE WORKING REMOTELY, IF YOU ADOPT THE MINDSET, HABITS AND TECH TOOLS OF PROFESSIONALS WHO ARE EVEN MORE PRODUCTIVE OUTSIDE THE OFFICE: LEARN TO THINK LIKE A "BUSINESS OF ONE," AND THAT ENTREPRENEURIAL MINDSET WILL TRANSFORM YOUR EXPERIENCE OF REMOTE WORK. REMOTE WORK CAN BE SATISFYING AND PRODUCTIVE—ONCE YOU CRAFT A STRATEGY THAT TAPS INTO THE UNIQUE ADVANTAGES OF WORKING FROM HOME. AFTER A YEAR IN WHICH MANY OF US PLUNGED INTO REMOTE WORK OVERNIGHT, WE FINALLY HAVE A CHANCE TO MAKE THOUGHTFUL CHOICES ABOUT HOW TO COMBINE REMOTE AND OFFICE WORK, AND HOW TO MAKE THE MOST OF OUR DAYS AT HOME. REMOTE, INC. GIVES YOU THE STRATEGIES AND TOOLS YOU NEED TO MAKE REMOTE WORK A VALUABLE PART OF YOUR RENEWED WORKING LIFE. LEARN HOW TO... GAIN CONTROL OVER HOW AND WHEN YOU WORK BY FOCUSING ON OBJECTIVES, NOT THE 9-TO-5 WORKDAY. WOW YOUR MANAGERS BY TREATING THEM LIKE VALUED CLIENTS. BEAT INFORMATION OVERLOAD BY PRIORITIZING IMPORTANT EMAILS AND MESSAGES. MAKE ONLINE MEETINGS PURPOSEFUL, FOCUSED AND ENGAGING. BUILD GREAT RELATIONSHIPS WITH YOUR COLLEAGUES—WHETHER AT THE NEXT DESK, OR ANOTHER CITY. FIND A BALANCE BETWEEN WORK FROM HOME, AND LIFE AT HOME. MAKE A REMOTE WORK PLAN THAT LETS YOU GET THE BEST FROM TIME AT THE OFFICE—AND THE BEST OF HOME. REMOTE, INC. TAKES YOU INSIDE THE MINDSET AND HABITS OF PEOPLE WHO FLOURISH WHILE WORKING OUTSIDE THE OFFICE SOME OR ALL OF THE TIME: PEOPLE WHO FUNCTION LIKE A "BUSINESS OF ONE." THAT'S HOW PRODUCTIVITY EXPERTS ROBERT C. POZEN AND ALEXANDRA SAMUEL DESCRIBE THE MINDSET THAT LETS PEOPLE THRIVE WHEN THEY'RE WORKING REMOTELY, WHETHER FULL-TIME OR IN COMBINATION WITH TIME AT THE OFFICE. YOU CAN FOLLOW THEIR LEAD BY EMBRACING THE WORK HABITS AND INDEPENDENCE OF A SMALL BUSINESS OWNER—WHILE ALSO TAPPING INTO THE BENEFITS OF COLLEGIALLY AND ONLINE COLLABORATION.

📖 Congo Inc. In KOLI JEAN BOFANE, 2018-01-08 TO THE SOUND OF MACHINE GUN FIRE AND THE SMELL OF BURNING FLESH, AWARD-WINNING AUTHOR IN KOLI JEAN BOFANE LEADS READERS ON A PERILOUS, SATIRICAL JOURNEY THROUGH THE CIVIL CONFLICT AND POLITICAL INSTABILITY THAT HAVE BEEN THE LOGICAL OUTCOME OF GENERATIONS OF RAPACIOUS MULTINATIONAL CORPORATE ACTIVITY, CORRUPT GOVERNANCE, WIDESPREAD CIVIL CONFLICT, HUMAN RIGHTS ABUSES, AND ENVIRONMENTAL DEGRADATION IN AFRICA. ISOOKANGA, A CONGOLESE PYGMY, GROWS UP IN A SMALL VILLAGE WITH BIG DREAMS OF BECOMING RICH. HIS VISION OF THE WORLD IS SHAPED BY HIS EXPLOITS IN RAGING TRADE, AN ONLINE GAME WHERE HE SEIZES CONTROL OF THE WORLD'S NATURAL RESOURCES BY ANY MEANS POSSIBLE: HIGH-TECH WEAPONRY, SLAVERY, AND EVEN GENOCIDE. ISOOKANGA LEAVES HIS SLEEPY VILLAGE TO MAKE HIS FORTUNE IN THE PULSATING CAPITAL KINSHASA, WHERE HE JOINS FORCES WITH STREET CHILDREN, WARLORDS, AND A

CHINESE VICTIM OF GLOBALIZATION IN THIS BLISTERING NOVEL ABOUT CAPITALISM, COLONIALISM, AND THE WORLD HAUNTED BY THE GHOSTS OF BISMARCK AND LEOPOLD II. TOLD WITH JUST ENOUGH LEVITY TO MAKE IT TRULY HEARTBREAKING, CONGO INC. IS A SEARING TALE ABOUT ECOLOGICAL, POLITICAL, AND ECONOMIC FAILURE.

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FOR LITERATURE ENTHUSIASTS. ANOTHER POPULAR PLATFORM FOR INC. BOOKS AND MANUALS IS OPEN LIBRARY. OPEN LIBRARY IS AN INITIATIVE OF THE INTERNET ARCHIVE, A NON-PROFIT ORGANIZATION DEDICATED TO DIGITIZING CULTURAL ARTIFACTS AND MAKING THEM ACCESSIBLE TO THE PUBLIC. OPEN LIBRARY HOSTS MILLIONS OF BOOKS, INCLUDING BOTH PUBLIC DOMAIN WORKS AND CONTEMPORARY TITLES. IT ALSO ALLOWS USERS TO BORROW DIGITAL COPIES OF CERTAIN BOOKS FOR A LIMITED PERIOD, SIMILAR TO A LIBRARY LENDING SYSTEM. ADDITIONALLY, MANY UNIVERSITIES AND EDUCATIONAL INSTITUTIONS HAVE THEIR OWN DIGITAL LIBRARIES THAT PROVIDE FREE ACCESS TO PDF BOOKS AND MANUALS. THESE LIBRARIES OFTEN OFFER ACADEMIC TEXTS, RESEARCH PAPERS, AND TECHNICAL MANUALS, MAKING THEM INVALUABLE RESOURCES FOR STUDENTS AND

RESEARCHERS. SOME NOTABLE EXAMPLES INCLUDE MIT OPENCOURSEWARE, WHICH OFFERS FREE ACCESS TO COURSE MATERIALS FROM THE MASSACHUSETTS INSTITUTE OF TECHNOLOGY, AND THE DIGITAL PUBLIC LIBRARY OF AMERICA, WHICH PROVIDES A VAST COLLECTION OF DIGITIZED BOOKS AND HISTORICAL DOCUMENTS. IN CONCLUSION, INC. BOOKS AND MANUALS FOR DOWNLOAD HAVE TRANSFORMED THE WAY WE ACCESS INFORMATION. THEY PROVIDE A COST-EFFECTIVE AND CONVENIENT MEANS OF ACQUIRING KNOWLEDGE, OFFERING THE ABILITY TO ACCESS A VAST LIBRARY OF RESOURCES AT OUR FINGERTIPS. WITH PLATFORMS LIKE PROJECT GUTENBERG, OPEN LIBRARY, AND VARIOUS DIGITAL LIBRARIES OFFERED BY EDUCATIONAL INSTITUTIONS, WE HAVE ACCESS TO AN EVER-EXPANDING COLLECTION OF BOOKS AND MANUALS.

WHETHER FOR EDUCATIONAL, PROFESSIONAL, OR PERSONAL PURPOSES, THESE DIGITAL RESOURCES SERVE AS VALUABLE TOOLS FOR CONTINUOUS LEARNING AND SELF-IMPROVEMENT. SO WHY NOT TAKE ADVANTAGE OF THE VAST WORLD OF INC. BOOKS AND MANUALS FOR DOWNLOAD AND EMBARK ON YOUR JOURNEY OF KNOWLEDGE?

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*WAVE PROPERTIES
ARTICLE WAVES KHAN
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WEB KEY POINTS A WAVE
IS A REPEATING
DISTURBANCE THAT
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MATTER OR SPACE
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MODEL OF A WAVE A
WAVE S CREST IS ITS
HIGHEST POINT AND ITS
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POINT A WAVE S
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MAXIMUM DISTANCE
POSITIVE OR NEGATIVE A
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SAVILLE ASSESSMENT -
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WEB THERE ARE FOUR
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FIVE BEHAVIORAL
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ARE DRIVEN BY THE
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