

# The Corporate Startup

AS RECOGNIZED, ADVENTURE AS COMPETENTLY AS EXPERIENCE NEARLY LESSON, AMUSEMENT, AS WELL AS PROMISE CAN BE GOTTEN BY JUST CHECKING OUT A BOOKS **THE CORPORATE STARTUP** THEN IT IS NOT DIRECTLY DONE, YOU COULD BELIEVE EVEN MORE NOT FAR OFF FROM THIS LIFE, IN THIS AREA THE WORLD.

WE HAVE THE FUNDS FOR YOU THIS PROPER AS WELL AS EASY MANNERISM TO GET THOSE ALL. WE GIVE THE CORPORATE STARTUP AND NUMEROUS EBOOK COLLECTIONS FROM FICTIONS TO SCIENTIFIC RESEARCH IN ANY WAY. IN THE MIDST OF THEM IS THIS THE CORPORATE STARTUP THAT CAN BE YOUR PARTNER.

*FLAMIN' HOT* - RICHARD MONTANEZ  
2021-06-15  
SOON TO BE A HULU FEATURE FILM DIRECTED BY EVA LONGORIA - SCHEDULED RELEASE FOR SUMMER 2023 READ THE STORY EVERYONE IS TALKING ABOUT: HOW A JANITOR STRUGGLING TO PUT FOOD ON THE TABLE INVENTED FLAMIN' HOT CHEETOS IN A SECRET TEST KITCHEN, BREAKING BARRIERS AND BECOMING THE FIRST LATINO FRONTLINE WORKER PROMOTED TO EXECUTIVE AT FRITO-LAY. RICHARD MONTANEZ IS A MAN WHO MADE A SCIENCE OUT OF WALKING THROUGH CLOSED DOORS, AND HIS SUCCESS STORY IS AN EMPOWERMENT MANUAL FOR ANYONE STUCK IN A DEAD-END JOB OR FACING A SYSTEM STACKED AGAINST THEM. HAVING TAKEN A JOB MOPPING FLOORS AT FRITO-LAY'S CALIFORNIA FACTORY TO SUPPORT HIS FAMILY, MONTANEZ TOOK HIS FUTURE INTO HIS OWN HANDS AND CREATED THE

WORLD'S HOTTEST SNACK FOOD: FLAMIN' HOT CHEETOS. THIS BOLD MOVE NOT ONLY DISRUPTED THE FOOD INDUSTRY WITH SOME MUCH-NEEDED SPICE, BUT ALSO SHOOK UP A CORPORATE CULTURE IN WHICH EVERYONE STAYED IN THEIR LANE. WHEN A TOP FOOD SCIENTIST AT FRITO-LAY SENT OUT A MEMO TELLING SALES AND MARKETING TO KILL THE NEW PRODUCT BEFORE IT MADE IT TO THE STORE SHELVES—JEALOUS THAT SOMEONE WITH NO FORMAL EDUCATION BEYOND THE SIXTH GRADE COULD DO HIS JOB—MONTANEZ WAS FORCED TO GO ROGUE ONCE AGAIN TO SAVE HIS IDEA. THROUGH CREATIVE THINKING, COMMUNITY BUILDING, AND A FEW POWERFUL MINDSET SHIFTS, HE OUTSMARTED THE NAYSAYERS WHO TRIED TO GET IN HIS WAY. FLAMIN' HOT PROVES THAT YOU CAN BREAK OUT OF YOUR CAREER RUT AND THAT YOUR PRESENT CIRCUMSTANCES DON'T HAVE

TO DICTATE YOUR FUTURE.

*THE LEAN PRODUCT LIFECYCLE* - CRAIG STRONG 2018

THE LEAN PRODUCT LIFECYCLE IS A PLAYBOOK THAT PROVIDES FRAMEWORKS, METHODS AND TOOLS TO DEVELOP INNOVATIVE NEW PRODUCTS AND BUSINESS MODELS, WHILE MANAGING YOUR CORE PORTFOLIO.

**THRIVE** - ARIANNA HUFFINGTON 2014-03-25

IN THRIVE, ARIANNA HUFFINGTON MAKES AN IMPASSIONED AND COMPELLING CASE FOR THE NEED TO REDEFINE WHAT IT MEANS TO BE SUCCESSFUL IN TODAY'S WORLD. ARIANNA HUFFINGTON'S PERSONAL WAKE-UP CALL CAME IN THE FORM OF A BROKEN CHEEKBONE AND A NASTY GASH OVER HER EYE--THE RESULT OF A FALL BROUGHT ON BY EXHAUSTION AND LACK OF SLEEP. AS THE COFOUNDER AND EDITOR-IN-CHIEF OF THE HUFFINGTON POST MEDIA GROUP--ONE OF THE FASTEST GROWING MEDIA COMPANIES IN THE WORLD--CELEBRATED AS ONE OF THE WORLD'S MOST INFLUENTIAL WOMEN, AND GRACING THE COVERS OF MAGAZINES, SHE WAS, BY ANY TRADITIONAL MEASURE, EXTRAORDINARILY SUCCESSFUL. YET AS SHE FOUND HERSELF GOING FROM BRAIN MRI TO CAT SCAN TO ECHOCARDIOGRAM, TO FIND OUT IF THERE WAS ANY UNDERLYING MEDICAL PROBLEM BEYOND EXHAUSTION, SHE WONDERED IS THIS REALLY WHAT SUCCESS FEELS LIKE? AS MORE AND MORE PEOPLE ARE COMING TO REALIZE, THERE IS FAR MORE TO LIVING A TRULY

SUCCESSFUL LIFE THAN JUST EARNING A BIGGER SALARY AND CAPTURING A CORNER OFFICE. OUR RELENTLESS PURSUIT OF THE TWO TRADITIONAL METRICS OF SUCCESS--MONEY AND POWER--HAS LED TO AN EPIDEMIC OF BURNOUT AND STRESS-RELATED ILLNESSES, AND AN EROSION IN THE QUALITY OF OUR RELATIONSHIPS, FAMILY LIFE, AND, IRONICALLY, OUR CAREERS. IN BEING CONNECTED TO THE WORLD 24/7, WE'RE LOSING OUR CONNECTION TO WHAT TRULY MATTERS. OUR CURRENT DEFINITION OF SUCCESS IS, AS THRIVE SHOWS, LITERALLY KILLING US. WE NEED A NEW WAY FORWARD. IN A COMMENCEMENT ADDRESS ARIANNA GAVE AT SMITH COLLEGE IN THE SPRING OF 2013, SHE LIKENED OUR DRIVE FOR MONEY AND POWER TO TWO LEGS OF A THREE-LEGGED STOOL. THEY MAY HOLD US UP TEMPORARILY, BUT SOONER OR LATER WE'RE GOING TO TOPPLE OVER. WE NEED A THIRD LEG--A THIRD METRIC FOR DEFINING SUCCESS--TO TRULY THRIVE. THAT THIRD METRIC, SHE WRITES IN THRIVE, INCLUDES OUR WELL-BEING, OUR ABILITY TO DRAW ON OUR INTUITION AND INNER WISDOM, OUR SENSE OF WONDER, AND OUR CAPACITY FOR COMPASSION AND GIVING. AS ARIANNA POINTS OUT, OUR EULOGIES CELEBRATE OUR LIVES VERY DIFFERENTLY FROM THE WAY SOCIETY DEFINES SUCCESS. THEY DON'T COMMEMORATE OUR LONG HOURS IN THE OFFICE, OUR PROMOTIONS, OR OUR STERLING POWERPOINT PRESENTATIONS AS WE RELENTLESSLY RACED TO CLIMB

UP THE CAREER LADDER. THEY ARE NOT ABOUT OUR RESUMES--THEY ARE ABOUT CHERISHED MEMORIES, SHARED ADVENTURES, SMALL KINDNESSES AND ACTS OF GENEROSITY, LIFELONG PASSIONS, AND THE THINGS THAT MADE US LAUGH. IN THIS DEEPLY PERSONAL BOOK, ARIANNA TALKS CANDIDLY ABOUT HER OWN CHALLENGES WITH MANAGING TIME AND PRIORITIZING THE DEMANDS OF A CAREER AND RAISING TWO DAUGHTERS--OF JUGGLING BUSINESS DEADLINES AND FAMILY CRISES, A HARRIED DANCE THAT LED TO HER COLLAPSE AND TO HER "AHA MOMENT." DRAWING ON THE LATEST GROUNDBREAKING RESEARCH AND SCIENTIFIC FINDINGS IN THE FIELDS OF PSYCHOLOGY, SPORTS, SLEEP, AND PHYSIOLOGY THAT SHOW THE PROFOUND AND TRANSFORMATIVE EFFECTS OF MEDITATION, MINDFULNESS, UNPLUGGING, AND GIVING, ARIANNA SHOWS US THE WAY TO A REVOLUTION IN OUR CULTURE, OUR THINKING, OUR WORKPLACE, AND OUR LIVES.

**PIRATES IN THE NAVY** - TENDAYI VIKI  
2020-05-14

FACED WITH THE CHOICE OF STARTING A COMPANY OR JOINING A LARGE CORPORATION, STEVE JOBS BELIEVED THAT IT WAS 'MORE FUN TO BE A PIRATE THAN TO JOIN THE NAVY'. BUT FOR INNOVATORS INSIDE ESTABLISHED COMPANIES, MAKING A DISTINCTION BETWEEN BEING A PIRATE AND JOINING THE NAVY IS A FALLACY. WE HAVE TO FIGURE OUT A WAY TO BECOME PIRATES IN THE NAVY! THERE IS

NOTHING HARDER IN BUSINESS THAN TRYING TO INNOVATE WITHIN LARGE CORPORATIONS. INNOVATORS IN BIG COMPANIES OFTEN FACE INTERNAL OPPOSITION AS WELL AS THEIR EXTERNAL COMPETITORS. IT IS THE MANAGEMENT OF THE CORE BUSINESS THAT TENDS TO GET IN THE WAY OF INNOVATION. MOST INTRAPRENEURS RECOGNISE THAT INNOVATION CAN'T BE CARRIED OUT AS A SERIES OF ONE-OFF PROJECTS THAT ALWAYS HAVE TO JUMP THROUGH POLITICAL HURDLES. THEY REALISE THAT THERE IS A NEED FOR INNOVATION TO HAPPEN AS A REPEATABLE PROCESS. BUT HOW CAN THEY ACHIEVE THIS? THIS IS A STEP-BY-STEP GUIDE TO GETTING CONTINUOUS INNOVATION DONE IN COMPANIES AND RESHAPING THEM IN THE PROCESS. IT IS FOR ANYONE INVOLVED IN CORPORATE INNOVATION AND DRIVING COMPANY CHANGE.

**BUSINESS MODEL GENERATION** -  
ALEXANDER OSTERWALDER  
2013-02-01

BUSINESS MODEL GENERATION IS A HANDBOOK FOR VISIONARIES, GAME CHANGERS, AND CHALLENGERS STRIVING TO DEFY OUTMODDED BUSINESS MODELS AND DESIGN TOMORROW'S ENTERPRISES. IF YOUR ORGANIZATION NEEDS TO ADAPT TO HARSH NEW REALITIES, BUT YOU DON'T YET HAVE A STRATEGY THAT WILL GET YOU OUT IN FRONT OF YOUR COMPETITORS, YOU NEED BUSINESS MODEL GENERATION. CO-CREATED BY 470 "BUSINESS MODEL CANVAS" PRACTITIONERS FROM 45 COUNTRIES, THE BOOK FEATURES A

BEAUTIFUL, HIGHLY VISUAL, 4-COLOR DESIGN THAT TAKES POWERFUL STRATEGIC IDEAS AND TOOLS, AND MAKES THEM EASY TO IMPLEMENT IN YOUR ORGANIZATION. IT EXPLAINS THE MOST COMMON BUSINESS MODEL PATTERNS, BASED ON CONCEPTS FROM LEADING BUSINESS THINKERS, AND HELPS YOU REINTERPRET THEM FOR YOUR OWN CONTEXT. YOU WILL LEARN HOW TO SYSTEMATICALLY UNDERSTAND, DESIGN, AND IMPLEMENT A GAME-CHANGING BUSINESS MODEL--OR ANALYZE AND RENOVATE AN OLD ONE. ALONG THE WAY, YOU'LL UNDERSTAND AT A MUCH DEEPER LEVEL YOUR CUSTOMERS, DISTRIBUTION CHANNELS, PARTNERS, REVENUE STREAMS, COSTS, AND YOUR CORE VALUE PROPOSITION. BUSINESS MODEL GENERATION FEATURES PRACTICAL INNOVATION TECHNIQUES USED TODAY BY LEADING CONSULTANTS AND COMPANIES WORLDWIDE, INCLUDING 3M, ERICSSON, CAPGEMINI, DELOITTE, AND OTHERS. DESIGNED FOR DOERS, IT IS FOR THOSE READY TO ABANDON OUTMODED THINKING AND EMBRACE NEW MODELS OF VALUE CREATION: FOR EXECUTIVES, CONSULTANTS, ENTREPRENEURS, AND LEADERS OF ALL ORGANIZATIONS. IF YOU'RE READY TO CHANGE THE RULES, YOU BELONG TO "THE BUSINESS MODEL GENERATION!"

*STARTUP* - ELIZABETH EDWARDS  
2010-12  
EDWARDS' ENTREPRENEURSHIP GUIDE COVERS ALL ASPECTS OF STARTING A BUSINESS, INCLUDING FINANCE, BRANDING, ADVERTISING, PR,

ACCOUNTING, AND BUSINESS LAW. PART MANUAL, PART MANIFESTO, THE TEXT PRESENTS PROVEN STRATEGIES FOR LAUNCHING A STARTUP ON A SHOESTRING BUDGET.

*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.

**THE START-UP J CURVE** - HOWARD LOVE 2016-08-30

A PREDICTABLE PATTERN OF SUCCESS ENTREPRENEURS WHO HAVE READ EARLY DRAFTS OF THE START-UP J CURVE RESPONDED, "I WISH I HAD THIS BOOK YEARS AGO." A START-UP UNFOLDS IN A PREDICTABLE PATTERN; THE MORE AWARE ENTREPRENEURS ARE OF THIS PATTERN, THE BETTER ABLE THEY WILL BE TO CAPITALIZE ON IT. AUTHOR HOWARD LOVE CALLS THIS PATTERN THE START-UP J CURVE: THE TOUGHEST PART OF THE ENDEAVOR IS THE TIME BETWEEN THE ACTUAL START OF A NEW BUSINESS AND WHEN THE PRODUCT AND MODEL ARE FIRMLY ESTABLISHED. THE START-UP J CURVE GIVES ENTREPRENEURS THE TOOLS THEY NEED TO GET THROUGH THE EARLY

CHALLENGES SO THEY CAN REACH THE PRIMARY VALUE CREATION THAT LIES BEYOND. LOVE BRINGS THIRTY-FIVE YEARS OF START-UP EXPERIENCE TO THIS COMPREHENSIVE GUIDE TO STARTING A BUSINESS. HE OUTLINES THE SIX PREDICTABLE STAGES OF START-UP GROWTH AND DETAILS THE ACTIVITIES THAT SHOULD BE UNDERTAKEN AT EACH STAGE TO ENSURE SUCCESS AND TO AVOID COMMON PITFALLS. INSTEAD OF FEELING LOST AND CONFUSED AFTER A SETBACK, START-UP FOUNDERS AND INVESTORS CAN ANTICIPATE THE CHALLENGES, OVERCOME THE OBSTACLES, AND RIDE THE CURVE TO THE TOP.

**THE CORPORATE STARTUP** - TENDAYI VIKI 2019-03

A KEY READING FOR LEADERS THAT OUTLINES HOW TO EFFECTIVELY INNOVATE FOR THE FUTURE AND BOOST GROWTH, WHILE RUNNING THE CORE BUSINESS. - ALEX OSTERWALDER, CO-AUTHOR OF BUSINESS MODEL GENERATION. WINNER OF THE 2018 CMI MANAGEMENT BOOK OF THE YEAR AWARD FOR INNOVATION AND ENTREPRENEURSHIP THE CORPORATE STARTUP IS A PRACTICAL GUIDE FOR ESTABLISHED COMPANIES THAT ASPIRE TO DEVELOP AND SUSTAIN THEIR INNOVATION CAPABILITIES. \* THE WORLD AROUND US IS CHANGING RAPIDLY. THERE IS NOW MORE PRESSURE ON ESTABLISHED COMPANIES TO INNOVATE. \* THE CHALLENGE MOST COMPANIES FACE IS HOW TO DEVELOP NEW PRODUCTS FOR NEW MARKETS, WHILE MANAGING THEIR CORE BUSINESS

AT THE SAME TIME. \* THE PRINCIPLES AND PRACTICES OUTLINED IN THIS BOOK PROVIDE COMPANIES WITH A BLUEPRINT OF HOW TO MANAGE INNOVATION WHILE THEY EXECUTE ON THEIR CORE BUSINESS. \* THE CORPORATE STARTUP PROVIDES FRAMEWORKS, VISUALIZATIONS, TEMPLATES, TOOLS AND METHODS THAT CAN BE EASILY APPLIED TO DEVELOP NEW PRODUCTS AND BUSINESS MODELS. THIS BOOK HELPS ORGANISATIONS OF ALL SIZES TO MANAGE INNOVATION. THIS PLAYBOOK USES ILLUSTRATED STEP-BY-STEP GUIDES TO LEAD THE READER THROUGH THE PROCESSES TO CREATE AN ECOSYSTEM THAT NURTURES INNOVATION AT EVERY LEVEL IN A BUSINESS. - JURY CMI MANAGEMENT BOOK OF THE YEAR. BIG COMPANIES NEED TO INNOVATE OR DIE. THE QUESTION IS HOW. COMPANIES NEED A PLAYBOOK; A PROCESS BY WHICH THEY CAN START THE PROCESS OF TRANSFORMING THEIR ORGANIZATIONS INTO INNOVATION ENGINES. THE CORPORATE STARTUP IS THAT PLAYBOOK. IT PROVIDES A PROVEN METHODOLOGY --APPLYING LEAN STARTUP PRINCIPLES AND MORE-- FOR BUILDING A CULTURE OF INNOVATION. - BEN YOSKOVITZ, Co-AUTHOR OF LEAN ANALYTICS AND FOUNDING PARTNER AT HIGHLINE BETA.

THE INVINCIBLE COMPANY - ALEXANDER OSTERWALDER 2020-04-06  
THE LONG-AWAITED FOLLOW-UP TO THE INTERNATIONAL BESTSELLERS, BUSINESS MODEL GENERATION AND VALUE PROPOSITION DESIGN ALEX

OSTERWALDER AND YVES PIGNEURS' BUSINESS MODEL CANVAS CHANGED THE WAY THE WORLD CREATES AND PLANS NEW BUSINESS MODELS. IT HAS BEEN USED BY CORPORATIONS AND STARTUPS AND CONSULTANTS AROUND THE WORLD AND IS TAUGHT IN HUNDREDS OF UNIVERSITIES. AFTER YEARS OF RESEARCHING HOW THE WORLD'S BEST COMPANIES DEVELOP, TEST, AND SCALE NEW BUSINESS MODELS, THE AUTHORS HAVE PRODUCED THEIR DEFINITIVE WORK. THE INVINCIBLE COMPANY EXPLAINS WHAT EVERY ORGANIZATION CAN LEARN FROM THE BUSINESS MODELS OF THE WORLD'S MOST EXCITING COMPANIES. THE BOOK EXPLAINS HOW COMPANIES SUCH AS AMAZON, IKEA, AIRBNB, MICROSOFT, AND LOGITECH, HAVE BEEN ABLE TO CREATE IMMENSELY SUCCESSFUL BUSINESSES AND DISRUPT ENTIRE INDUSTRIES. AT THE CORE OF THESE SUCCESSES ARE NOT JUST GREAT PRODUCTS AND SERVICES, BUT PROFITABLE, INNOVATIVE BUSINESS MODELS--AND THE ABILITY TO IMPROVE EXISTING BUSINESS MODELS WHILE CONSISTENTLY LAUNCHING NEW ONES. THE INVINCIBLE COMPANY PRESENTS PRACTICAL NEW TOOLS FOR MEASURING, MANAGING, AND ACCELERATING INNOVATION, AND STRATEGIES FOR REDUCING RISK WHEN LAUNCHING NEW BUSINESS MODELS. SERVING AS A BLUEPRINT FOR YOUR GROWTH STRATEGY, THE INVINCIBLE COMPANY EXPLAINS HOW TO CONSTANTLY STAY AHEAD OF YOUR COMPETITION. IN-DEPTH CHAPTERS

EXPLAIN HOW TO CREATE NEW GROWTH ENGINES, CHANGE HOW PRODUCTS AND SERVICES ARE CREATED AND DELIVERED, EXTRACT MAXIMUM PROFIT FROM EACH TYPE OF BUSINESS MODEL, AND MUCH MORE. NEW TOOLS—SUCH AS THE BUSINESS MODEL PORTFOLIO MAP, INNOVATION METRICS, INNOVATION STRATEGY FRAMEWORK, AND THE CULTURE MAP—ENABLE READERS TO UNDERSTAND HOW TO DESIGN INVINCIBLE COMPANIES. THE INVINCIBLE COMPANY: [?] HELPS LARGE AND SMALL COMPANIES BUILD THEIR GROWTH STRATEGY AND MANAGE THEIR CORE SIMULTANEOUSLY [?] EXPLAINS THE WORLD'S BEST MODERN AND HISTORIC BUSINESS MODELS [?] PROVIDES TOOLS TO ASSESS YOUR BUSINESS MODEL, INNOVATION READINESS, AND ALL OF YOUR INNOVATION PROJECTS PRESENTED IN STRIKING 4-COLOR, AND PACKED WITH PRACTICAL VISUALS AND TOOLS, THE INVINCIBLE COMPANY IS A MUST-HAVE BOOK FOR BUSINESS LEADERS, ENTREPRENEURS, AND INNOVATION PROFESSIONALS.

**DRAWDOWN** - PAUL HAWKEN  
2017-04-18

• NEW YORK TIMES BESTSELLER • THE 100 MOST SUBSTANTIVE SOLUTIONS TO REVERSE GLOBAL WARMING, BASED ON METICULOUS RESEARCH BY LEADING SCIENTISTS AND POLICYMAKERS AROUND THE WORLD “AT THIS POINT IN TIME, THE DRAWDOWN BOOK IS EXACTLY WHAT IS NEEDED; A CREDIBLE, CONSERVATIVE SOLUTION-BY-SOLUTION NARRATIVE THAT WE CAN DO IT. READING IT IS AN EFFECTIVE

INOCULATION AGAINST THE WIDESPREAD PERCEPTION OF DOOM THAT HUMANITY CANNOT AND WILL NOT SOLVE THE CLIMATE CRISIS. REPORTED BY-EFFECTS INCLUDE INCREASED DETERMINATION AND A SENSE OF GROUNDED HOPE.” —PER ESPEN STOKNES, AUTHOR, WHAT WE THINK ABOUT WHEN WE TRY NOT TO THINK ABOUT GLOBAL WARMING “THERE’S BEEN NO REAL WAY FOR ORDINARY PEOPLE TO GET AN UNDERSTANDING OF WHAT THEY CAN DO AND WHAT IMPACT IT CAN HAVE. THERE REMAINS NO SINGLE, COMPREHENSIVE, RELIABLE COMPENDIUM OF CARBON-REDUCTION SOLUTIONS ACROSS SECTORS. AT LEAST UNTIL NOW. . . . THE PUBLIC IS HUNGRY FOR THIS KIND OF PRACTICAL WISDOM.” —DAVID ROBERTS, VOX “THIS IS THE IDEAL ENVIRONMENTAL SCIENCES TEXTBOOK—ONLY IT IS TOO INTERESTING AND INSPIRING TO BE CALLED A TEXTBOOK.” —PETER KAREIVA, DIRECTOR OF THE INSTITUTE OF THE ENVIRONMENT AND SUSTAINABILITY, UCLA IN THE FACE OF WIDESPREAD FEAR AND APATHY, AN INTERNATIONAL COALITION OF RESEARCHERS, PROFESSIONALS, AND SCIENTISTS HAVE COME TOGETHER TO OFFER A SET OF REALISTIC AND BOLD SOLUTIONS TO CLIMATE CHANGE. ONE HUNDRED TECHNIQUES AND PRACTICES ARE DESCRIBED HERE—SOME ARE WELL KNOWN; SOME YOU MAY HAVE NEVER HEARD OF. THEY RANGE FROM CLEAN ENERGY TO EDUCATING GIRLS IN LOWER-INCOME COUNTRIES TO LAND USE PRACTICES THAT PULL CARBON OUT OF

THE AIR. THE SOLUTIONS EXIST, ARE ECONOMICALLY VIABLE, AND COMMUNITIES THROUGHOUT THE WORLD ARE CURRENTLY ENACTING THEM WITH SKILL AND DETERMINATION. IF DEPLOYED COLLECTIVELY ON A GLOBAL SCALE OVER THE NEXT THIRTY YEARS, THEY REPRESENT A CREDIBLE PATH FORWARD, NOT JUST TO SLOW THE EARTH'S WARMING BUT TO REACH DRAWDOWN, THAT POINT IN TIME WHEN GREENHOUSE GASES IN THE ATMOSPHERE PEAK AND BEGIN TO DECLINE. THESE MEASURES PROMISE CASCADING BENEFITS TO HUMAN HEALTH, SECURITY, PROSPERITY, AND WELL-BEING—GIVING US EVERY REASON TO SEE THIS PLANETARY CRISIS AS AN OPPORTUNITY TO CREATE A JUST AND LIVABLE WORLD.

#### **INNOVATION ACCOUNTING - DAN TOMA 2021**

CURRENTLY, THERE IS NO OFFICIAL METHOD FOR HOW TO MEASURE INNOVATION IN BUSINESS. THIS IS WHERE INNOVATION ACCOUNTING COMES IN. THIS BOOK HELPS BUSINESSES TO DEVELOP THEIR LEVEL OF CAPABILITY AND PERFORMANCE WITHIN INNOVATION AND ACCOUNTING. THIS GUIDE PROVIDES EXAMPLES OF TOOLS, TEMPLATES, AND FRAMEWORKS THAT BUSINESSES CAN UTILIZE TO IMPROVE THEIR BUSINESS CULTURE, INSPIRE INNOVATION, AND FIND A WAY TO MEASURE INNOVATION. IN A WORLD WHERE NUMBERS, STATISTICS, AND ANALYTICS ARE INCREASINGLY BECOMING THE MOST IMPORTANT ASPECT OF EVERYDAY BUSINESS, THIS BOOK CAN HELP TO FIND MEANING IN

INNOVATIVE PRACTICES AND MEASURE THEM. THIS WILL ALLOW YOU TO DEMONSTRATE TO STAKEHOLDERS HOW CAPITAL IS USED, AND THE IMPACT IT HAS ON THE BUSINESS. SO WHETHER YOU'RE MANAGING A LEAN STARTUP AIMING TO MEET A PARTICULARLY DIFFICULT TO MEET KPI, OR A CORPORATION AIMING TO REPLICATE THE LEVEL OF SUCCESS YOU ACHIEVED IN YOUR MOST RECENT FINANCIAL QUARTER, THIS BOOK WILL CONTAIN SOMETHING FOR EVERYONE.

#### THE THIRD WAVE - STEVE CASE 2017-04-18

STEVE CASE, CO-FOUNDER OF AMERICA'S ONLINE (AOL) AND ONE OF AMERICA'S MOST ACCOMPLISHED ENTREPRENEURS, SHARES A ROADMAP FOR HOW ANYONE CAN SUCCEED IN A WORLD OF RAPIDLY CHANGING TECHNOLOGY. WE ARE ENTERING, HE EXPLAINS, A NEW PARADIGM CALLED THE "THIRD WAVE" OF THE INTERNET. THE FIRST WAVE SAW AOL AND OTHER COMPANIES LAY THE FOUNDATION FOR CONSUMERS TO CONNECT TO THE INTERNET. THE SECOND WAVE SAW COMPANIES LIKE GOOGLE AND FACEBOOK BUILD ON TOP OF THE INTERNET TO CREATE SEARCH AND SOCIAL NETWORKING CAPABILITIES, WHILE APPS LIKE SNAPCHAT AND INSTAGRAM LEVERAGE THE SMARTPHONE REVOLUTION. NOW, CASE ARGUES, WE'RE ENTERING THE THIRD WAVE: A PERIOD IN WHICH ENTREPRENEURS WILL VASTLY TRANSFORM MAJOR "REAL WORLD" SECTORS LIKE HEALTH, EDUCATION, TRANSPORTATION, ENERGY, AND FOOD-AND IN THE PROCESS CHANGE



THE WAY WE LIVE OUR DAILY LIVES.

**THE STARTUP WAY** - ERIC RIES

2017-10-17

ENTREPRENEUR AND BESTSELLING AUTHOR OF THE LEAN STARTUP, ERIC RIES REVEALS HOW ENTREPRENEURIAL PRINCIPLES CAN BE USED BY BUSINESSES OF ALL KINDS, RANGING FROM ESTABLISHED COMPANIES TO EARLY-STAGE STARTUPS, TO GROW REVENUES, DRIVE INNOVATION, AND TRANSFORM THEMSELVES INTO TRULY MODERN ORGANIZATIONS, POISED TO TAKE ADVANTAGE OF THE ENORMOUS OPPORTUNITIES OF THE TWENTY-FIRST CENTURY. IN THE LEAN STARTUP, ERIC RIES LAID OUT THE PRACTICES OF SUCCESSFUL STARTUPS - BUILDING A MINIMAL VIABLE PRODUCT, CUSTOMER-FOCUSED AND SCIENTIFIC TESTING BASED ON A BUILD-MEASURE-LEARN METHOD OF CONTINUOUS INNOVATION, AND DECIDING WHETHER TO PERSEVERE OR PIVOT. IN THE STARTUP WAY, HE TURNS HIS ATTENTION TO AN ENTIRELY NEW GROUP OF ORGANIZATIONS: ESTABLISHED ENTERPRISES LIKE ICONIC MULTINATIONALS GE AND TOYOTA, TECH TITANS LIKE AMAZON AND FACEBOOK, AND THE NEXT GENERATION OF SILICON VALLEY UPSTARTS LIKE AIRBNB AND TWILIO. DRAWING ON HIS EXPERIENCES OVER THE PAST FIVE YEARS WORKING WITH THESE ORGANIZATIONS, AS WELL AS NONPROFITS, NGOS, AND GOVERNMENTS, RIES LAYS OUT A SYSTEM OF ENTREPRENEURIAL MANAGEMENT THAT LEADS ORGANIZATIONS OF ALL SIZES AND FROM

EVERY INDUSTRY TO SUSTAINABLE GROWTH AND LONG-TERM IMPACT. FILLED WITH IN-THE-FIELD STORIES, INSIGHTS, AND TOOLS, THE STARTUP WAY IS AN ESSENTIAL ROAD MAP FOR ANY ORGANIZATION NAVIGATING THE UNCERTAIN WATERS OF THE CENTURY AHEAD.

GET YOUR STARTUP STORY STRAIGHT

- DAVID RIEMER 2022-01-11

THE HOW-TO GUIDE FOR INNOVATORS TO IMPROVE THEIR IDEAS AND SUCCESSFULLY LAUNCH THEM THROUGH THE POWER OF NARRATIVE IN A WORLD THAT'S BEEN TURNED UPSIDE DOWN BY A PANDEMIC, SOCIAL UPHEAVALS, ENVIRONMENTAL DISASTERS, AND ECONOMIC DISRUPTIONS, THE NEED FOR REINVENTION IS PARAMOUNT. WHILE MANY ENTREPRENEURS AND INNOVATORS HAVE BRILLIANT IDEAS, THEY DESPERATELY NEED THE SKILLS TO SUCCESSFULLY ARTICULATE THEIR VISION TO INVESTORS, PROSPECTIVE CUSTOMERS, EMPLOYEES, AND STAKEHOLDERS. IN THIS INFORMATIVE AND EMPOWERING BOOK, DAVID RIEMER BREAKS DOWN THE STORYTELLING CLUTTER SO YOU CAN GAIN THE ATTENTION YOU NEED TO BE SUCCESSFUL. STORYTELLING IS FOUNDATIONAL. IF YOU HAVE A GROUNDBREAKING INVENTION IN MIND OR HAVE A PLAN TO SOLVE WORLDWIDE PROBLEMS, GET YOUR STARTUP STORY STRAIGHT IS THE TOOL YOU NEED TO CREATE BETTER CUSTOMER-FOCUSED SOLUTIONS, MOTIVATE MORE

BACKERS TO YOUR PROJECT, AND ULTIMATELY DOMINATE IN THE MARKET. BROKEN DOWN INTO THREE ACTS, THIS BOOK WILL ALLOW YOU TO DISCOVER THE BUILDING BLOCKS OF YOUR NARRATIVE, THE STORYTELLING TECHNIQUES TO CONVEY YOUR IDEAS CLEARLY, AND THE ARCHETYPES FOR INSPIRATION. EQUIPPED WITH A BETTER UNDERSTANDING OF YOUR NARRATIVE, YOU WILL BE ABLE TO: - MAINTAIN A CONSTANT FOCUS ON YOUR CUSTOMER (YOUR PROTAGONIST) - UNDERSTAND WHAT MAKES THEM TICK IN A MORE MEANINGFUL WAY - AND FOCUS THE PRODUCT DEVELOPMENT EFFORTS THROUGH THE LENS OF THIS NARRATIVE THE AUTHOR'S OWN WORDS TELL IT ALL: "INNOVATORS ARE UBIQUITOUS NOWADAYS, AND FOR THIS COMMUNITY, STORYTELLING IS ESSENTIAL." IF YOU ARE A CREATOR STRUGGLING TO GET OTHERS ON BOARD, THIS IS THE HANDBOOK TO REFINE YOUR STORY TO GUIDE YOUR PRODUCT STRATEGY, SHAPE YOUR COMPANY, AND ULTIMATELY IMPROVE LIVES.

**COLLECTIVE DISRUPTION** - MICHAEL DOCHERTY 2016-04-11

"TOO OFTEN, DISRUPTION IS A BAD WORD -- SOMETHING YOU DON'T SEE COMING. IT DOESN'T HAVE TO BE THAT WAY. COLLECTIVE DISRUPTION IS ABOUT CHANGING THAT PARADIGM AND LEARNING TO EMBRACE DISRUPTION THROUGH COLLABORATION. LEARN HOW TO LEVERAGE THE ENTREPRENEURIAL ECOSYSTEM AND PARTNER WITH STARTUPS TO CO-CREATE TRANSFORMATIVE NEW BUSINESSES AND

WHOLE NEW SOURCES OF GROWTH. WHETHER YOU'RE AN EXECUTIVE TRYING TO DRIVE GROWTH IN A CHANGE-RESISTANT ORGANIZATION OR AN ENTREPRENEUR WITH A BIG IDEA AND LOOKING FOR CORPORATE PARTNERSHIPS, THIS BOOK IS FOR YOU"--PAGE 4 OF COVER.

**ALL IN STARTUP** - DIANA KANDER 2014-06-30

IF OWEN CHASE CAN'T FIND A WAY TO TURN HIS COMPANY AROUND IN THE NEXT NINE DAYS, HE'LL BE FORCED TO SHUT IT DOWN AND LAY OFF ALL OF HIS EMPLOYEES. HE HAS INCURRED SUBSTANTIAL DEBT AND HIS MARRIAGE IS ON SHAKY GROUND. THROUGH PURE HAPPENSTANCE, OWEN FINDS HIMSELF PONDERING THIS PROBLEM WHILE ADVANCING STEADILY AS A CONTESTANT AT THE WORLD SERIES OF POKER. HIS LAS VEGAS PATH QUICKLY INTRODUCES HIM TO SAMANTHA, A BEAUTIFUL AND MYSTERIOUS MENTOR WITH A REVOLUTIONARY APPROACH TO ENTREPRENEURSHIP. SAM IS A FOUNTAIN OF KNOWLEDGE THAT MAY SAVE HIS COMPANY, BUT HER SEXUAL ADVANCES MIGHT PROVE TOO MUCH FOR OWEN'S STRUGGLING MARRIAGE. ALL IN STARTUP IS MORE THAN JUST A NOVEL ABOUT ESCHEWING TEMPTATION AND FIGHTING TO SAVE A COMPANY. IT IS A LIFELINE FOR ENTREPRENEURS WHO ARE THINKING ABOUT LAUNCHING A NEW IDEA OR FOR THOSE WHO HAVE ALREADY STARTED BUT CAN'T SEEM TO GENERATE THE TRACTION THEY WERE EXPECTING. ENTREPRENEURS WHO ACHIEVE SUCCESS

IN THE NEW ECONOMY DO SO USING A NEW "SCIENTIFIC METHOD" OF INNOVATION. ALL IN STARTUP DEMONSTRATES WHY FOUR COUNTERINTUITIVE PRINCIPLES SEPARATE SUCCESSFUL ENTREPRENEURS FROM THE WANNA-PRENEURS WHO BOUNCE FROM IDEA TO IDEA, UNABLE TO GENERATE REAL REVENUE. YOU WILL LIKELY GET ONLY ONE OPPORTUNITY IN YOUR LIFE TO GO "ALL IN" IN ON AN IDEA: TO QUIT YOUR JOB, TALK YOUR SPOUSE INTO LETTING YOU DRAIN THE SAVINGS ACCOUNT, AND FOLLOW YOUR DREAM. ALL IN STARTUP WILL PREPARE YOU FOR THAT "ALL IN" MOMENT AND MAKE SURE THAT YOU PUSH YOUR CHIPS INTO THE MIDDLE ONLY WHEN THE ODDS ARE IN YOUR FAVOR. THIS BOOK HOLDS THE KEYS TO SIGNIFICANTLY DE-RISKING YOUR IDEA SO THAT YOUR SUCCESS APPEARS ALMOST LUCKY. JOIN OWEN AND SAM FOR THIS ONE-OF-A-KIND JOURNEY THAT WILL SET YOU ON THE RIGHT PATH FOR WHEN IT'S YOUR TURN TO PUT EVERYTHING ON THE LINE.

WINNING AT INTRAPRENEURSHIP -

GUILLAUME HERVE 2015-04

IN WINNING AT CORPORATE ENTREPRENEURSHIP YOU WILL ACCOMPANY THE INTRAPRENEUR AS HE WORKS WITH THE CORPORATION TO PREPARE FOR THE LAUNCH OF A NEW VENTURE. YOU WILL BE INTRODUCED TO INNOVATIVE INTRAPRENEURIAL CONCEPTS SUCH AS CORPORATE FORCE MULTIPLIERS, THE MARKET AWARENESS WARNING SYSTEM, CONTROLLED DESCENT INTO FAILURE, AND THE

CORPORATIONS LINES OF DEFENCE. FILLED WITH EXAMPLES FROM THE BUSINESS WORLD, THE BOOK PROVIDES A SOLID FRAMEWORK AND PRACTICAL SOLUTIONS THE READER CAN IMPLEMENT IMMEDIATELY

*CORPORATE EXPLORER - ANDREW BINNS* 2022-01-28

CORPORATE EXPLORERS TRANSFORM DISRUPTION INTO OPPORTUNITY WITH THIS PROVEN FRAMEWORK INNOVATION USED TO BE SEEN AS A GAME BEST LEFT TO ENTREPRENEURS, BUT NOW A NEW BREED OF CORPORATE MANAGERS IS FLIPPING THIS LOGIC ON ITS HEAD.

THESE CORPORATE EXPLORERS HAVE THE INSIGHT, RESILIENCE, AND DISCIPLINE TO OVERCOME THE OBSTACLES AND BUILD NEW VENTURES FROM INSIDE EVEN THE LARGEST ORGANIZATIONS.

CORPORATE EXPLORERS ARE PART ENTREPRENEURS, USING INNOVATION DISCIPLINES TO JUMP START CUTTING-EDGE IDEAS, AND PART CHANGE LEADERS, CAPABLE OF CREATING SUPPORT FOR INVESTMENT. THEY SEE THAT CORPORATIONS ALREADY OWN THE IDEAS, RESOURCES, AND—CRITICALLY—THE TALENT TO BUILD NEW VENTURES. COMPANIES LIKE AMAZON, MICROSOFT, BOSCH, LEXISNEXIS, AND ANALOG DEVICES ENABLE MANAGERS TO PUT THESE ASSETS TO USE AND GAIN AN UPPER HAND OVER STARTUPS THAT THREATEN TO DISRUPT THEM. CORPORATE EXPLORER IS A GUIDEBOOK TO THE PRACTICES THAT ENABLE THESE MANAGERS TO GO FROM IDEA INTO ACTION. IT DEMONSTRATES HOW

SUCCESS IS NOT ONLY POSSIBLE BUT MAY OFFER ENTRENCHED COMPANIES BETTER ODDS THAN VENTURE-CAPITAL BACKED STARTUPS. THIS ACTIONABLE AND PROVEN FRAMEWORK EXPLAINS HOW MANAGERS CAN BECOME SUCCESSFUL CORPORATE INNOVATORS; IT INCLUDES TOOLS TO: LEARN HOW TO APPLY INNOVATION PRACTICES WITH GREATER DISCIPLINE TURN GREAT IDEAS INTO A FULL-TIME JOB AS AN INNOVATION LEADER EXPERIMENT WITH AND SCALE ORIGINAL BUSINESS MODELS TRANSFORM INNOVATION PROGRAMS INTO A THRIVING SOURCE OF NEW BUSINESS ATTRACT, RETAIN, AND MOTIVATE ENTREPRENEURIAL TALENT ENERGIZE EMPLOYEES BY CREATING A REALISTIC WAY TO INNOVATE THESE LESSONS COME FROM THE TRAILBLAZERS OF CORPORATE INNOVATION—ANDREW BINNS (CHANGE LOGIC), CHARLES O'REILLY (STANFORD GRADUATE SCHOOL OF BUSINESS), AND MICHAEL TUSHMAN (HARVARD BUSINESS SCHOOL)—WHO HAVE DECADES OF EXPERIENCE HELPING ENTREPRENEURIAL-MINDED EXECUTIVES ACTIVATE EMPLOYEES TO BECOME CORPORATE EXPLORERS. ENTREPRENEURS TAKE NOTICE—IT'S TIME FOR CORPORATE EXPLORERS TO SET THE PACE AND CHART THE COURSE FOR DISRUPTION.

*THE STARTUP GOLD MINE* - NEIL SONI  
2018-10-16

AN INVALUABLE PLAYBOOK FOR STARTUP FOUNDERS LOOKING TO PARTNER WITH BIG BUSINESS. CORPORATIONS ARE DESPERATE TO OVERHAUL THEIR CULTURE AND THE

PERCEPTION THAT THEY ARE GIANT, BUREAUCRATIC DINOSAURS TOO SLOW TO REACT IN A RAPIDLY CHANGING BUSINESS LANDSCAPE. MANY ARE TRYING TO BE MORE INNOVATIVE AND AGILE, LIKE A STARTUP. ONE EASY WAY TO ACHIEVE THIS GOAL IS THROUGH PARTNERING WITH OR ACQUIRING A STARTUP. CORPORATE VENTURE CAPITAL (CVC) NOW MAKES UP 25 PERCENT (\$18 BILLION) OF ALL VENTURE CAPITAL DOLLARS IN NORTH AMERICA. THE STARTUP GOLD MINE REVEALS HOW THE WORLD'S LARGEST AND MOST PRESTIGIOUS BRANDS MAKE INNOVATION DECISIONS, INCLUDING NEW PRODUCT LAUNCHES, VENDOR-STARTUP PARTNERSHIPS, AND EVEN BILLION-DOLLAR ACQUISITIONS. THE BOOK ALSO DETAILS THE WAYS STARTUPS CAN LEVERAGE CORPORATE STRENGTHS AND WEAKNESSES FOR MUTUAL BENEFIT. YOU WILL LEARN: WHY THE "INNOVATOR'S DILEMMA" IS LEADING LARGE COMPANIES TO SEEK OUT PARTNERSHIPS WITH STARTUPS HOW TO CLOSE A DEAL WITH A LARGE COMPANY, FROM FIRST CONNECTION TO GETTING PAID STRATEGIES TO TROUBLESHOOT COMMON LAND MINES THAT STARTUPS ENCOUNTER WHEN WORKING WITH LARGE COMPANIES WAYS TO NAVIGATE THE CONVOLUTED CORPORATE LANDSCAPE WITHOUT SPENDING A FORTUNE ON CONFERENCES AND CONSULTANTS. AUTHOR NEIL SONI DRAWS ON HIS EXPERIENCE AS AN ENTREPRENEUR AND AS AN EXTERNAL INNOVATOR WITH PREMIER BRANDS LIKE ESTÉE LAUDER, MAC, AND SMASHBOX

TO REVEAL LARGE COMPANIES' INNER WORKINGS, AS WELL AS HOW STARTUP FOUNDERS AND EMPLOYEES CAN USE THIS KNOWLEDGE TO CLOSE THE BIGGEST DEALS OF THEIR LIVES.

STARTUP - DOREE SHAFRIR  
2017-04-25

FROM VETERAN ONLINE JOURNALIST AND BUZZFEED WRITER DOREE SHAFRIR COMES A HILARIOUS DEBUT NOVEL THAT PROVES THERE ARE SOME DILEMMAS THAT NO APP CAN SOLVE. MACK McALLISTER HAS A \$600 MILLION DOLLAR IDEA. HIS MINDFULNESS APP, TAKEOFF, IS ALREADY THE HOTTEST THING IN TECH AND HE'S ABOUT TO LAUNCH A NEW AND IMPROVED VERSION THAT PROMISES TO BRING INVESTORS RUNNING AND MAY TURN HIS BRAINCHILD INTO A \$1 BILLION DOLLAR BUSINESS -- IN STARTUP PARLANCE, AN ELUSIVE UNICORN. KATYA PASTERNAK IS HUNGRY FOR A SCOOP THAT WILL DRIVE TRAFFIC. AN AMBITIOUS YOUNG JOURNALIST AT A GOSSIPY TECH BLOG, KATYA KNOWS THAT SHE NEEDS MORE THAN ANOTHER PR FRIENDLY PUFF PIECE TO MAKE HER THE GO-TO BYLINE FOR INDUSTRY NEWS. SABRINA CHOE BLUM JUST WANTS TO STAY AFLOAT. THE EXHAUSTED MOTHER OF TWO AND FAILED CREATIVE WRITER IS TRYING TO ESCAPE FROM HER CREDIT CARD DEBT AND AN INATTENTIVE HUSBAND-WHO ALSO HAPPENS TO BE KATYA'S BOSS-AS SHE REJOINS A WORK FORCE THAT HAS GOTTEN YOUNGER, HIPPER, AND MUCH MORE COMPUTER LITERATE SINCE SHE'S BEEN AWAY. BEFORE THE INK ON MACK'S LATEST

ROUND OF FUNDING IS DRY, AN ERRANT TEXT MESSAGE HINTS THAT HE MAY BE WORKING A BIT TOO CLOSELY FOR COMFORT WITH A YOUNG SOCIAL MEDIA MANAGER IN HIS OFFICE. WHEN MACK'S BAD BEHAVIOR COLLIDES WITH KATYA'S SEARCH FOR A SALACIOUS POST, SABRINA GETS CAUGHT IN THE MIDDLE AS TAKEOFF GOES VIRAL FOR ALL THE WRONG REASONS. AS THE FALLOUT FROM MACK'S SCANDAL ENGULFS THE LOWER MANHATTAN OFFICE BUILDING WHERE ALL THREE WORK, IT'S UP TO KATYA AND SABRINA TO WRITE THE STORY THE MEN IN THEIR LIVES WOULD PREFER REMAIN UNTOLD. AN ASSURED, OBSERVANT DEBUT FROM THE VETERAN ONLINE JOURNALIST DOREE SHAFRIR, STARTUP IS A SHARP, HUGELY ENTERTAINING STORY OF YOUTH, AMBITION, LOVE, MONEY AND TECHNOLOGY'S INABILITY TO HACK HUMAN NATURE. "A BITING AND ASTUTE DEBUT NOVEL [WITH] MANY DELIGHTS."-LARA VAPNYAR, NEW YORK TIMES BOOK REVIEW  
*THE FOUNDER'S DILEMMAS* - NOAM WASSERMAN 2013-04  
THE FOUNDER'S DILEMMAS EXAMINES HOW EARLY DECISIONS BY ENTREPRENEURS CAN MAKE OR BREAK A STARTUP AND ITS TEAM. DRAWING ON A DECADE OF RESEARCH, INCLUDING QUANTITATIVE DATA ON ALMOST TEN THOUSAND FOUNDERS AS WELL AS INSIDE STORIES OF FOUNDERS LIKE EVAN WILLIAMS OF TWITTER AND TIM WESTERGREN OF PANDORA, NOAM WASSERMAN REVEALS THE COMMON PITFALLS FOUNDERS FACE AND HOW TO

AVOID THEM.

INNOVATING LIKE A STARTUP  
EXECUTING LIKE A CORPORATION -

JEAN-CLAUDE JUNQUA 2020-01-08  
STARTUPS ARE BOLD AND WANT TO DISRUPT THE WORLD, BUT ARE OFTEN STRUGGLING TO EXECUTE. LARGE CORPORATIONS EXCEL AT EXECUTION, BUT THEY NEED TO KEEP REINVENTING THEMSELVES TO STAY RELEVANT. THE POWER BALANCE BETWEEN CORPORATIONS AND STARTUPS IS CONTINUOUSLY CHANGING AS STARTUPS CAN ADAPT FASTER AND BETTER TO CHANGES DRIVEN BY SOFTWARE, DATA, SPEED, AND ITERATIONS. CORPORATIONS HAVE A TREMENDOUS POTENTIAL TO EXECUTE AND LEVERAGE THEIR PROCESSES, CUSTOMERS, CHANNELS, AND BRANDS TO CREATE NEW BUSINESS. AS MANY COMPANIES ARE TURNING TO THE USE OF DATA TO TRANSFORM THEIR BUSINESS IN THE DIGITAL AGE, NEW OPPORTUNITIES ARE EMERGING FOR BOTH STARTUPS AND LARGE CORPORATIONS. THIS BOOK EXPLORES HOW STARTUPS AND LARGE CORPORATIONS CAN LEVERAGE THEIR STRENGTHS AND OVERCOME THEIR WEAKNESSES BY LEARNING FROM EACH OTHER AND COLLABORATIVELY BUILDING TOMORROW'S FUTURE. THE BOOK WILL BENEFIT INNOVATORS, ENTREPRENEURS, FOUNDERS, MANAGERS, AND EXECUTIVES WHO ARE TRYING TO BREAK THROUGH INNOVATION BARRIERS BY AVOIDING COMMON MISTAKES AND GETTING ANSWERS ABOUT PRACTICAL CHALLENGES.  
GORILLAS CAN DANCE - SHAMEEN

PRASHANTHAM 2021-09-28

ACHIEVE EXCEPTIONAL RESULTS WITH YOUR ORGANIZATION'S NEXT PARTNERSHIP FOR CORPORATE INNOVATION IN GORILLAS CAN DANCE, DISTINGUISHED INTERNATIONAL BUSINESS STRATEGY PROFESSOR AND EXPERT DR. SHAMEEN PRASHANTHAM DELIVERS A PROVEN ROADMAP FOR LARGE CORPORATIONS COLLABORATING WITH STARTUPS. DRAWING ON OVER A DECADE OF INTERNATIONAL RESEARCH, DR. PRASHANTHAM EXPLAINS THE "WHY," "HOW," AND "WHERE" OF CORPORATE-STARTUP PARTNERING. IN THIS BOOK, YOU'LL LEARN: HOW TO FOCUS ON THE THREE PILLARS OF SYNERGY, INTERFACE, AND EXEMPLAR TO ACHIEVE OUTSTANDING RESULTS IN YOUR PARTNERSHIP WHY THE VERY THING THAT ATTRACTS LARGE CORPORATIONS TO STARTUPS—THEIR SIGNIFICANT DIFFERENCES—ALSO MAKES IT DIFFICULT TO WORK TOGETHER WHERE IN THE WORLD TO FIND YOUR IDEAL STARTUP PARTNERSHIPS AND HOW TO USE THEM AS A FORCE FOR GOOD PERFECT FOR C-SUITE EXECUTIVES, MANAGERS, BUSINESS UNIT HEADS, AND CORPORATE INNOVATION MANAGERS, GORILLAS CAN DANCE IS A MUST-HAVE RESOURCE FOR BUSINESS LEADERS SEEKING STRATEGIC GUIDANCE ON PARTNERING AND COLLABORATING WITH STARTUPS.  
DESIGNING THE SUCCESSFUL  
CORPORATE ACCELERATOR - JULES MILLER 2021-03-17  
ACCELERATORS CAN BE POWERFUL TOOLS TO BUILD AND TRANSFORM

BUSINESSES IN A SHORT PERIOD OF TIME, WHICH IS WHY THEY HAVE SPREAD LIKE WILDFIRE IN THE CORPORATE WORLD. DESIGNING THE SUCCESSFUL CORPORATE ACCELERATOR GIVES READERS THE TOOLS TO DESIGN, CREATE, AND MANAGE SUCCESSFUL CORPORATE ACCELERATORS THAT ACHIEVE RESULTS TIME AND TIME AGAIN. AUTHORS JULES MILLER AND JEREMY KAGAN ARE SEASONED PROFESSIONALS IN THIS SPACE, AND COMBINE GLOBAL MARKET RESEARCH, INTERVIEWS WITH ACCELERATOR LEADERS, AND THEIR OWN EXPERIENCE LAUNCHING AND RUNNING ACCELERATORS TO SHARE WHAT WORKS—AND WHAT DOESN'T. THE FIRST HALF OF THE BOOK TAKES A BROADER LOOK AT CORPORATE INNOVATION AS A WHOLE AND HOW ACCELERATORS FIT IN, THEN THE SECOND HALF OFFERS PRACTICAL ADVICE FOR HOW TO LAUNCH, RUN, AND MANAGE WORLD-CLASS ACCELERATOR PROGRAMS. PERFECT FOR EXECUTIVES, EMPLOYEES, FOUNDERS, INVESTORS, INTRAPRENEURS, AND ENTREPRENEURS, DESIGNING THE SUCCESSFUL CORPORATE ACCELERATOR IS A PRACTICAL GUIDEBOOK FOR ANYONE WITH A PASSION FOR CORPORATE INNOVATION AND ENTREPRENEURSHIP.

**THE LEAN STARTUP** - ERIC RIES  
2011-09-13

MOST STARTUPS FAIL. BUT MANY OF THOSE FAILURES ARE PREVENTABLE. THE LEAN STARTUP IS A NEW APPROACH BEING ADOPTED ACROSS THE GLOBE, CHANGING THE WAY COMPANIES ARE BUILT AND NEW PRODUCTS ARE

LAUNCHED. ERIC RIES DEFINES A STARTUP AS AN ORGANIZATION DEDICATED TO CREATING SOMETHING NEW UNDER CONDITIONS OF EXTREME UNCERTAINTY. THIS IS JUST AS TRUE FOR ONE PERSON IN A GARAGE OR A GROUP OF SEASONED PROFESSIONALS IN A FORTUNE 500 BOARDROOM. WHAT THEY HAVE IN COMMON IS A MISSION TO PENETRATE THAT FOG OF UNCERTAINTY TO DISCOVER A SUCCESSFUL PATH TO A SUSTAINABLE BUSINESS. THE LEAN STARTUP APPROACH FOSTERS COMPANIES THAT ARE BOTH MORE CAPITAL EFFICIENT AND THAT LEVERAGE HUMAN CREATIVITY MORE EFFECTIVELY. INSPIRED BY LESSONS FROM LEAN MANUFACTURING, IT RELIES ON “VALIDATED LEARNING,” RAPID SCIENTIFIC EXPERIMENTATION, AS WELL AS A NUMBER OF COUNTER-INTUITIVE PRACTICES THAT SHORTEN PRODUCT DEVELOPMENT CYCLES, MEASURE ACTUAL PROGRESS WITHOUT RESORTING TO VANITY METRICS, AND LEARN WHAT CUSTOMERS REALLY WANT. IT ENABLES A COMPANY TO SHIFT DIRECTIONS WITH AGILITY, ALTERING PLANS INCH BY INCH, MINUTE BY MINUTE. RATHER THAN WASTING TIME CREATING ELABORATE BUSINESS PLANS, THE LEAN STARTUP OFFERS ENTREPRENEURS—IN COMPANIES OF ALL SIZES—A WAY TO TEST THEIR VISION CONTINUOUSLY, TO ADAPT AND ADJUST BEFORE IT’S TOO LATE. RIES PROVIDES A SCIENTIFIC APPROACH TO CREATING AND MANAGING SUCCESSFUL STARTUPS IN A AGE WHEN COMPANIES NEED TO INNOVATE MORE THAN EVER.

**BLAZE YOUR OWN TRAIL** - REBEKAH BASTIAN 2020-02-11

A MODERN, FEMINIST TAKE ON THE CLASSIC CHOOSE-YOUR-OWN-JOURNEY BOOK, INSPIRING READERS TO EMBRACE THE FACT THAT THE ONLY RIGHT PATH IS THE ONE THEY FORGE. 2021 INDEPENDENT PUBLISHER BOOK AWARD GOLD MEDAL WINNER IN THE SELF HELP CATEGORY SO MANY WOMEN ENTER THEIR ADULT LIVES BELIEVING THAT THEY SHOULD KNOW WHERE THEY ARE GOING AND HOW TO GET THERE. THIS CAN MAKE LIFE DECISIONS FEEL INTIMIDATING AND OVERWHELMING. WHILE SOME CHOICES THAT LIE AHEAD ARE FAIRLY PREDICTABLE, SUCH AS THOSE SURROUNDING CAREER, PARTNERSHIP, AND MOTHERHOOD, THE EFFECTS OF THESE CHOICES CAN LEAD TO MORE COMPLICATED AND UNEXPECTED TURNS THAT ARE SELDOM DISCUSSED. RATHER THAN SUGGESTING A RULE BOOK, REBEKAH BASTIAN, VICE PRESIDENT AT ZILLOW AND RECOGNIZED THOUGHT LEADER, INSPIRES YOU TO BLAZE YOUR OWN TRAIL. "I HAVE THE BENEFIT OF BEING A LIVING EXAMPLE OF CROOKED PATHS, MAGNIFICENT SCREW-UPS, AND SHOCKING SUCCESSES," SHE WRITES. THROUGH STORYLINES AND SUPPORTIVE DATA THAT EXPLORE WORKPLACE SEXISM, CAREER CHANGES, MARRIAGE, CHILD-REARING, EXISTENTIAL CRISES, AND EVERYTHING IN BETWEEN, YOU WILL LEARN TO EMBRACE AND FEEL LESS ALONE IN YOUR OWN NONLINEAR JOURNEY. EVEN BETTER, YOU CAN TURN BACK DECISIONS AND MAKE DIFFERENT ONES. BLAZE YOUR OWN TRAIL

INCLUDES NINETEEN POSSIBLE OUTCOMES AND MANY ROUTES TO GET THERE. YOU WILL FIND THAT YOU HAVE THE STRENGTH TO MAKE IT THROUGH ANY OF THEM. "OUTSTANDING . . . SHE GEARS HER BOOK TOWARDS EXPLORING FEMALE EXPERIENCE AND ALLOWS READERS THE OPPORTUNITY TO CHOOSE A VARIETY OF PATHS AT THE END OF EACH CHAPTER. IN ESSENCE, THIS IS THE CHRONICLE OF FINDING YOUR WAY THROUGH ADULT LIFE AND ALL ITS ATTENDANT JOYS AND CHALLENGES."

—HOLLYWOOD DIGEST

*LEAN SCALEUP* - FRANK MATTES 2021-05-21

COMPANIES STRUGGLE DRAMATICALLY IN BUILDING NEW BUSINESSES FROM INNOVATION. 85-90 PERCENT OF CORPORATE STARTUPS DIE AFTER THE "MINIMUM VIABLE PRODUCT" STAGE. WHY IS THIS SO? WHAT IS THE SOLUTION? HOW CAN COMPANIES IMPROVE? THIS BOOK PROVIDES THE ANSWERS. IT IS WRITTEN BY FRANK MATTES, WHO HAS DECADES OF EXPERIENCE IN CORPORATE INNOVATION. IT HAS BEEN CO-WRITTEN WITH MORE THAN 20 PRACTITIONERS AND 2 BUSINESS SCHOOLS AS A PRACTICAL GUIDE FOR PRACTITIONERS - CORPORATE INNOVATION, DIGITAL INNOVATION, HEADS OF INCUBATORS AND ACCELERATORS, LEADERS OF CORPORATE STARTUPS AND SENIOR MANAGERS. CLIENTS AND EARLY READERS SAY THE CONTENT IS "TIMELY, RELEVANT, POWERFUL AND READY FOR USE", "A MUST-READ," AND THE SOLUTION "DRAMATICALLY INCREASES



RETURN ON INVESTMENT IN DIGITAL INNOVATION." THE CORPORATE BUSINESS-BUILDING PROBLEM. COMPANIES ARE DOING OKAY IN INCREMENTAL IMPROVEMENTS. BUT THEY FAIL IN INNOVATION. THEY ARE GOOD AT COPYING PAST SUCCESS STORIES BUT BAD AT CREATING NEW ONES. IF COMPANIES DO NOT SOLVE THIS PROBLEM, THEY WILL BURN MONEY. THEY ALSO FAIL TO ACHIEVE REVENUE GROWTH FROM INNOVATION, FAIL IN CORPORATE TRANSFORMATION, FAIL TO FUTURE-PROOF THEIR BUSINESS AND FAIL IN WINNING AND RETAINING TOP TALENT THE SOLUTION AND THE BOOK. THE BOOK PROVIDES A SOLUTION. IT IS THE FIRST ONE ON THIS SUBJECT AND GUIDES CORPORATE PRACTITIONERS ON HOW TO BUILD NEW BUSINESSES. THE BOOK COVERS THE ENTIRE JOURNEY - FROM A "MEANINGFUL IDEA" TO A SIZABLE BUSINESS - AND IT INCLUDES LEADERSHIP AND CULTURAL/COLLABORATION ASPECTS NEEDED FOR SUCCESS. THE BOOK IS THE RESULT OF A MULTI-YEAR CO-CREATION PROCESS WITH MORE THAN 20 INDUSTRY-LEADING COM-PANIES AND 2 BUSINESS SCHOOLS. IT DISTILLS BEST PRACTICES AND INSIGHTS INTO ONE FRAMEWORK. THIS FRAMEWORK IS THE LEAN SCALEUP(TM). IT DESCRIBES THE THREE CAPABILITIES THAT COMPANIES MUST DEVELOP TO SOLVE THEIR BUSINESS-BUILDING PROBLEM: METHODOLOGY (THE "HOW-TO"), DUAL LEADERSHIP AND CULTURE/COLLABORATION. WHEN THE RIGHT INNOVATION TEAMS USE THE

LEAN SCALEUP WITH THE RIGHT MINDSET IN A SUPPORTIVE ENVIRONMENT, THE COMPANY CAN SOLVE ITS BUSINESS-BUILDING PROBLEM. ADVANCE PRAISE (SELECTION) FRANK MATTES BRINGS HIS EXTENSIVE EXPERIENCE IN CORPORATE INNOVATION TO THIS PRAGMATIC GUIDE TO DRAMATICALLY INCREASING RETURN ON INVESTMENT IN DIGITAL INNOVATION. JEROEN TAS, CHIEF INNOVATION & STRATEGY OFFICER, ROYAL PHILIPS THE LEAN SCALEUP IS AN APPROACH BUILT THROUGH PRACTICE IN THE FIELD. IT SUPPORTS COMPANIES FACING TRANSFORMATIONAL CHALLENGES. DAVID GILMOUR, CO-FOUNDER BP LAUNCHPAD TAKING INNOVATION CONCEPTS TO SCALE IS THE REAL CHALLENGE. THIS BOOK PROVIDES A PRACTICAL FRAMEWORK AND METHODOLOGY FOR GOING BEYOND THE MVP INTO SCALE. OFER HACOEN, HEAD INNOVATION CENTER ISRAEL, AT&T FRANK HAS ADDRESSED BUSINESS-BUILDING IN MANY ORGANIZATIONS SUCCESSFULLY. FINALLY, HIS APPROACH IS "CODIFIED" IN THIS BOOK. I CAN'T RECOMMEND IT ENOUGH TO EVERY INNOVATION TEAM KEEN TO DELIVER RESULTS. HANS BALMAEKERS, CEO, INNOV8RS THE LEAN SCALEUP GIVES COMPANIES A POWERFUL TOOL TO IDENTIFY, DEVELOP AND SCALE BREAKTHROUGH INNOVATIONS. A MUST-READ FOR ALL MANAGERS FROM CORPORATE INNOVATION OR STRATEGIC INNOVATION. PROF. DR. GEORG OENBRINK, CEO, CREAGO SOLUTIONS

(FORMERLY EVONIK INDUSTRIES) THE BOOK PROVIDES AN EXCELLENT FRAMEWORK TO ADDRESS THE SCALING-UP CHALLENGE. IT IS BASED ON THE REAL-LIFE LEARNING JOURNEY OF +20 CORPORATES. A MUST-READ FOR CORPORATE ENTREPRENEURS AND THEIR LEADERS! CARINA SNIJDER VP, RESEARCH PROGRAM MANAGEMENT, ROYAL PHILIPS

*LEAN IMPACT* - ANN MEI CHANG  
2018-10-30

DESPITE ENORMOUS INVESTMENTS OF TIME AND MONEY, ARE WE MAKING A DENT ON THE SOCIAL AND ENVIRONMENTAL CHALLENGES OF OUR TIME? WHAT IF WE COULD EXPONENTIALLY INCREASE OUR IMPACT? AROUND THE WORLD, A NEW GENERATION IS LOOKING BEYOND GREATER PROFITS, FOR MEANINGFUL PURPOSE. BUT, UNLIKE BUSINESS, FEW SOCIAL INTERVENTIONS HAVE ACHIEVED SIGNIFICANT IMPACT AT SCALE. INSPIRED BY THE MODERN INNOVATION PRACTICES, POPULARIZED BY BESTSELLER THE LEAN STARTUP, THAT HAVE FUELED TECHNOLOGY BREAKTHROUGHS TOUCHING EVERY ASPECT OF OUR LIVES, LEAN IMPACT TURNS OUR ATTENTION TO A NEW GOAL - RADICALLY GREATER SOCIAL GOOD. SOCIAL CHANGE IS FAR MORE COMPLICATED THAN BUILDING A NEW APP. IT REQUIRES MORE LISTENING, MORE CARE, AND MORE STAKEHOLDERS. TO MAKE A LASTING DIFFERENCE, SOLUTIONS MUST BE EMBRACED BY BENEFICIARIES, ADDRESS ROOT CAUSES, AND INCLUDE AN ENGINE THAT CAN

ACCELERATE GROWTH TO REACH THE SCALE OF THE NEED. LEAN IMPACT OFFERS BOLD IDEAS TO REACH AUDACIOUS GOALS THROUGH CUSTOMER INSIGHT, RAPID EXPERIMENTATION AND ITERATION, AND A RELENTLESS PURSUIT OF IMPACT. ANN MEI CHANG BRINGS A UNIQUE PERSPECTIVE FROM ACROSS SECTORS, FROM HER YEARS AS A TECH EXECUTIVE IN SILICON VALLEY TO HER MOST RECENT EXPERIENCE AS THE CHIEF INNOVATION OFFICER AT USAID. SHE VIVIDLY ILLUSTRATES THE BOOK WITH REAL STORIES FROM INTERVIEWS WITH OVER 200 ORGANIZATIONS ACROSS THE US AND AROUND THE WORLD. WHETHER YOU ARE A NONPROFIT, SOCIAL ENTERPRISE, TRIPLE BOTTOM LINE COMPANY, FOUNDATION, GOVERNMENT AGENCY, PHILANTHROPIST, IMPACT INVESTOR, OR SIMPLY DONATE YOUR TIME AND MONEY, LEAN IMPACT IS AN ESSENTIAL GUIDE TO MAXIMIZING SOCIAL IMPACT AND SCALE.

**LEAN ANALYTICS** - ALISTAIR CROLL  
2013-04-15

OFFERS SIX SAMPLE BUSINESS MODELS AND THIRTY CASE STUDIES TO HELP BUILD AND MONETIZE A BUSINESS.

**THE ART OF OPPORTUNITY** - MARC SNIUKAS  
2016-05-02

INNOVATE YOUR WAY TOWARD GROWTH USING PRACTICAL, RESEARCH-BACKED FRAMEWORKS THE ART OF OPPORTUNITY OFFERS A PATH TOWARD NEW GROWTH, PROVIDING THE PERSPECTIVE AND METHODS YOU NEED TO MAKE INNOVATION HAPPEN.

WRITTEN BY A TEAM OF EXPERTS WITH

BOTH ACADEMIC AND INDUSTRY EXPERIENCE—AND A CLIENT ROSTER COMPOSED OF SOME OF THE WORLD’S LEADING COMPANIES—THIS BOOK PROVIDES YOU WITH THE NECESSARY TOOLS TO HELP YOU CAPTURE GROWTH INSTEAD OF CHASING IT. THE VISUAL FRAMEWORKS AND RESEARCH-BASED METHODOLOGY PRESENTED IN THE ART OF OPPORTUNITY MERGE BUSINESS DESIGN THINKING AND STRATEGIC INNOVATION TO HELP YOU CHANGE YOUR GROWTH PARADIGM. YOU’LL LEARN CREATIVE AND PRACTICAL METHODS FOR EXPLORING GROWTH OPPORTUNITIES AND EMPLOY A NEW APPROACH FOR IDENTIFYING WHAT “OPPORTUNITY” LOOKS LIKE IN THE FIRST PLACE. PUT ASIDE THE OLD SCHOOL WAY OF FOCUSING ON NEW PRODUCTS AND NEW MARKETS, TO INSTEAD APPLYING VALUE CREATION TO FIND YOUR NEW OPPORTUNITY, CRAFT YOUR OFFERING, DESIGN YOUR STRATEGY AND BUILD NEW GROWTH VENTURES. THE CHANGING BUSINESS ECOSYSTEM IS INCREASINGLY PUSHING TRADITIONAL THINKING OUT TO PASTURE. NEW CONSUMERS AND THE NEW MARKETPLACE ARE DEMANDING A PROFOUND ADJUSTMENT TO THE WAY COMPANIES PLAN AND EXECUTE GROWTH STRATEGIES. THIS BOOK GIVES YOU THE TOOLS TO CREATE YOUR ROADMAP TOWARD THE NEW STATE OF GROWTH, AND GAIN INVALUABLE INSIGHT INTO A NEW WAY OF THINKING. THE ART OF OPPORTUNITY WILL HELP YOU TO: START LOOKING AT BUSINESS GROWTH FROM A NEW PERSPECTIVE

CREATE VALUE FOR THE CUSTOMERS, COMPANY AND ECOSYSTEM INNOVATE STRATEGICALLY AND DESIGN NEW BUSINESS MODELS DEVELOP A NEW ACTIVE BUSINESS DESIGN THINKING APPROACH TO INNOVATION YOUR COMPANY’S GOAL IS TO GROW, AND TO TURN NON-CUSTOMERS INTO CUSTOMERS. THE OLD WAYS ARE BECOMING LESS TENABLE AND LESS COST-EFFECTIVE. THE ART OF OPPORTUNITY OUTLINES THE NEW GROWTH PARADIGM AND GIVES YOU A SOLID FRAMEWORK FOR PUTTING NEW IDEAS INTO PRACTICE.

*ACCELERATED STARTUP* - VITALY GOLOMB 2018-03  
SILICON VALLEY VENTURE CAPITALIST AND SERIAL ENTREPRENEUR TEACHES HOW TO SUCCEED IN TAKING YOUR STARTUP FROM IDEA TO PRODUCT TO COMPANY. ACCELERATED STARTUP TAKES ENTREPRENEURS THROUGH THE STARTUP MINEFIELD FROM FOSTERING REVOLUTIONARY IDEAS TO BUILDING THE RIGHT TEAM AND LAUNCHING THE PRODUCT TO RAISING ANGEL AND VENTURE CAPITAL TO FINDING THE FIRST 10,000 CUSTOMERS AND ULTIMATELY TAKING THE COMPANY TO A SUCCESSFUL EXIT. IT IS FILLED WITH PRACTICAL LESSONS LEARNED FROM YEARS OF HANDS-ON EXPERIENCE, UNTIL NOW, AVAILABLE ONLY IN TOP STARTUP ACCELERATOR PROGRAMS. VITALY M. GOLOMB IS A VENTURE CAPITALIST, SERIAL ENTREPRENEUR, KEYNOTE SPEAKER AND AUTHOR WHO HAS BEEN INVOLVED WITH STARTUPS SINCE HIS TEENAGE YEARS. HE IS THE

GLOBAL CORPORATE VENTURING  
2017 RISING STAR AND LEADS  
GLOBAL INVESTMENTS AT HP TECH  
VENTURES, THE CORPORATE VENTURE  
ARM OF SILICON VALLEY'S ORIGINAL  
STARTUP. HE IS A CONTRIBUTING  
WRITER TO TECHCRUNCH AND A  
CONSISTENTLY TOP-RANKED MENTOR AT  
A NUMBER OF STARTUP ACCELERATOR  
PROGRAMS IN THE US, EUROPE, AND  
ASIA. HE LIVES IN THE SAN FRANCISCO  
BAY AREA AND TRAVELS TO OVER 20  
COUNTRIES ANNUALLY TO CONSULT  
AND GUEST LECTURE TO  
CORPORATIONS, ASSOCIATIONS AND  
UNIVERSITIES ON ENTREPRENEURSHIP,  
INNOVATION AND DESIGN.

DEATH BY INNOVATION THEATER: 10  
CORPORATE INNOVATION LESSONS  
LEARNED BY A STARTUP - SOREN  
NIELSEN 2021-03-07

THE PHRASE INNOVATION THEATER IS  
ALMOST SELF-EXPLANATORY. ALMOST.  
THE TWO WORDS TELL THE STORY  
ABOUT A RAPIDLY GROWING  
PHENOMENON WITHIN THE STARTUP  
ECO-SYSTEM WHERE MILLIONS OF EUROS  
AND DOLLARS ARE BEING POURED INTO  
CREATING INNOVATION WITH  
PROCESSES, CONSULTANTS AND  
ACCELERATOR PROGRAMS. OFTENTIMES  
THESE EFFORTS UNFORTUNATELY HAVE  
THE DIRECT OPPOSITE EFFECT. THEY  
BECOME MORE FOR SHOW THAN FOR  
CONCRETE RESULTS. INNOVATION  
THEATER KILLS STARTUPS. IT IS A  
PATIENT DISEASE THAT CREEPS ITS  
WAY INTO YOUNG COMPANIES  
WITHOUT THE EMPLOYEES EVEN  
NOTICING IT. IT IS ESPECIALLY

DANGEROUS COMBINED WITH THE EVER-  
GROWING POPULARITY OF  
PARTNERSHIPS BETWEEN STARTUPS AND  
CORPORATES. THIS BOOK TELLS THE  
STORY ABOUT HOW INNOVATION  
THEATER IN THE END KILLED A YOUNG  
STARTUP. IT IS AN EYEWITNESS STORY  
TOLD BY ONE OF THE FOUNDERS, WHO  
POINTS TO 10 DIFFERENT LESSONS  
LEARNED AND HOW OTHER STARTUPS  
(AND CORPORATES) CAN AVOID THE  
DEATH BY INNOVATION THEATER.

BAD BLOOD - JOHN CARREYROU  
2018-05-21

NATIONAL BESTSELLER • THE  
GRIPPING STORY OF ELIZABETH HOLMES  
AND THERANOS—ONE OF THE BIGGEST  
CORPORATE FRAUDS IN HISTORY—A  
TALE OF AMBITION AND HUBRIS SET  
AMID THE BOLD PROMISES OF SILICON  
VALLEY, RIGOROUSLY REPORTED BY  
THE PRIZE-WINNING JOURNALIST. WITH  
A NEW AFTERWORD COVERING HER  
TRIAL AND SENTENCING, BRINGING THE  
STORY TO A CLOSE. “CHILLING ...  
READS LIKE A THRILLER ... CARREYROU  
TELLS [THE THERANOS STORY]  
VIRTUALLY TO PERFECTION.” —THE  
NEW YORK TIMES BOOK REVIEW IN  
2014, THERANOS FOUNDER AND CEO  
ELIZABETH HOLMES WAS WIDELY SEEN  
AS THE NEXT STEVE JOBS: A BRILLIANT  
STANFORD DROPOUT WHOSE STARTUP  
“UNICORN” PROMISED TO  
REVOLUTIONIZE THE MEDICAL INDUSTRY  
WITH ITS BREAKTHROUGH DEVICE,  
WHICH PERFORMED THE WHOLE RANGE  
OF LABORATORY TESTS FROM A SINGLE  
DROP OF BLOOD. BACKED BY INVESTORS  
SUCH AS LARRY ELLISON AND TIM

DRAPER, THERANOS SOLD SHARES IN A FUNDRAISING ROUND THAT VALUED THE COMPANY AT MORE THAN \$9 BILLION, PUTTING HOLMES'S WORTH AT AN ESTIMATED \$4.5 BILLION. THERE WAS JUST ONE PROBLEM: THE TECHNOLOGY DIDN'T WORK. ERRONEOUS RESULTS PUT PATIENTS IN DANGER, LEADING TO MISDIAGNOSES AND UNNECESSARY TREATMENTS. ALL THE WHILE, HOLMES AND HER PARTNER, SUNNY BALWANI, WORKED TO SILENCE ANYONE WHO VOICED MISGIVINGS—FROM JOURNALISTS TO THEIR OWN EMPLOYEES.

**THE ANARCHIST COOKBOOK** - WILLIAM POWELL 2018-03-11

THE ANARCHIST COOKBOOK WILL SHOCK, IT WILL DISTURB, IT WILL PROVOKE. IT PLACES IN HISTORICAL PERSPECTIVE AN ERA WHEN "TURN ON, BURN DOWN, BLOW UP" ARE REVOLUTIONARY SLOGANS OF THE DAY. SAYS THE AUTHOR "THIS BOOK... IS NOT WRITTEN FOR THE MEMBERS OF FRINGE POLITICAL GROUPS, SUCH AS THE WEATHERMAN, OR THE MINUTEMEN. THOSE RADICAL GROUPS DON'T NEED THIS BOOK. THEY ALREADY KNOW EVERYTHING THAT'S IN HERE. IF THE REAL PEOPLE OF AMERICA, THE SILENT MAJORITY, ARE GOING TO SURVIVE, THEY MUST EDUCATE THEMSELVES. THAT IS THE PURPOSE OF THIS BOOK." IN WHAT THE AUTHOR CONSIDERS A SURVIVAL GUIDE, THERE IS EXPLICIT INFORMATION ON THE USES AND EFFECTS OF DRUGS, RANGING FROM POT TO HEROIN TO PEANUTS. THERE I DETAILED ADVICE CONCERNING ELECTRONICS,

SABOTAGE, AND SURVEILLANCE, WITH DATA ON EVERYTHING FROM BUGS TO SCRAMBLERS. THERE IS A COMPREHENSIVE CHAPTER ON NATURAL, NON-LETHAL, AND LETHAL WEAPONS, RUNNING THE GAMUT FROM CATTLE PRODS TO SUB-MACHINE GUNS TO BOWS AND ARROWS.

**MASTERS OF CORPORATE VENTURE CAPITAL** - ANDREW ROMANS

2016-08-18

ANDREW ROMANS CAPTURED WISDOM FROM INTERVIEWS WITH 100+ CORPORATE VENTURE CAPITALISTS (CVCs), INDEPENDENT VCs, CEOs OF STARTUPS, BANKERS AND LAWYERS TO WRITE THE DEFINITIVE BOOK ON THE TOPIC OF CVC. MASTERS OF CORPORATE VENTURE CAPITAL IS PACKED WITH INVALUABLE ADVICE ABOUT HOW TO BEST RAISE CAPITAL FROM CVCs, UNLOCK SYNERGIES OF PARTNERING STARTUPS WITH LARGE CORPORATIONS FOR RAPID INTERNATIONAL GROWTH AND AVOID POTENTIAL DISASTERS AND OTHER DANGERS RELATED TO CVC. MORE THAN 20% OF ALL VENTURE CAPITAL FINANCINGS INCLUDE AT LEAST ONE CVC AND THUS STARTUPS NEED TO UNDERSTAND THIS PREVIOUSLY MISUNDERSTOOD AREA OF FUNDING. CORPORATIONS NEED TO ESTABLISH THEIR OWN CVC ARMS TO ACCESS EXTERNAL INNOVATION AND LEARN HOW TO BRING THIS INSIDE VIA VC INVESTING, PARTNERSHIPS AND M&A. WE WORK IN A VERY COMPLEX ECOSYSTEM AND THIS BOOK CAPTURES STORIES THAT BRING THE COMPLEXITY

TO LIFE WITH SIMPLE LESSONS. THIS BOOK IS FOR: \* ENTREPRENEURS \* VCS \* ANGEL INVESTORS \* FAMILY OFFICES \* CVCs \* CORPORATES THINKING ABOUT LAUNCHING A CVC \* ANYONE ADVISING STARTUPS.

THE STARTUP PLAYBOOK - RAJAT BHARGAVA 2020-06-23

GET THE REAL GUIDANCE YOU NEED TO CREATE AND BUILD YOUR FIRST STARTUP COMPANY FROM FOUNDERS WHO HAVE BEEN THERE MANY TIMES BEFORE. THE FIRST RUN PRINTING OF THE STARTUP PLAYBOOK SOLD OUT! SO, WE REVISED, EXPANDED, AND IMPROVED THIS SECOND EDITION, INCLUDING A NEW FOREWORD BY BRAD FELD, AUTHOR OF VENTURE DEALS. WE STILL GIVE OUR PERSONAL, HOW-TO GUIDE FOR BUILDING YOUR STARTUP FROM THE GROUND UP. YOU'LL FIND A COLLECTION OF THE MAJOR LESSONS AND SHORTCUTS WE'VE LEARNED THAT WILL SHIFT THE ODDS IN YOUR FAVOR. WE'RE SHARING OUR TIPS, SECRETS, AND ADVICE IN A FRANK, FOUNDER-TO-FOUNDER DISCUSSION WITH YOU. WE MAKE NO BONES ABOUT OUR BIAS. WE'RE ON YOUR SIDE, THE FOUNDER'S SIDE. WHILE VENTURE CAPITALISTS, INVESTORS, AND ACCELERATORS/INCUBATORS CAN ADD GREAT VALUE IN THE STARTUP ECOSYSTEM, THIS BOOK ISN'T ABOUT THEIR POINTS OF VIEW. WE'LL TELL YOU WHERE OUR INTERESTS AS FOUNDERS DIVERGE FROM THOSE ON THE OTHER SIDE OF THE TABLE—INVESTORS, BANKERS, ADVISORS, BOARD MEMBERS, AND OTHERS—AND WHAT TO DO WHEN

THAT HAPPENS. THE STARTUP PLAYBOOK IS NOT A RECIPE, IT'S NOT A TEMPLATE, IT'S NOT A LIST OF TASKS TO DO. IT'S OUR INSIDER'S GUIDE TO STARTING A COMPANY AND RUNNING IT SUCCESSFULLY IN THOSE CRITICAL EARLY MONTHS. BETWEEN US, WE'VE STARTED OVER A DOZEN HIGH-TECH SOFTWARE COMPANIES AND RAISED OVER \$500 MILLION IN INVESTMENT CAPITAL. WE'VE ACQUIRED OVER THIRTY-FIVE COMPANIES, HAD THREE OF OUR STARTUPS GO PUBLIC, SOLD SIX OF THEM, AND WE MADE BILLIONS OF DOLLARS FOR SHAREHOLDERS. WE'VE ALSO INVESTED IN OVER EIGHTY STARTUPS, ADVISED AND MENTORED OVER TWO HUNDRED COMPANIES AND ACTIVELY WORKED WITH VENTURE CAPITALISTS (VCS), INCUBATORS, AND ACCELERATORS TO HELP LAUNCH MANY OTHER NEW STARTUPS. WE'VE HAD PLENTY OF FAILURES, TOO. AND WE'VE PROBABLY LEARNED MORE FROM THOSE THAN FROM THE SUCCESSES. WE SHARE THOSE LESSONS AS WELL. THE STARTUP PLAYBOOK IS FULL OF OUR ADVICE, GUIDANCE, DO'S, AND DON'TS FROM OUR YEARS OF EXPERIENCE AS FOUNDERS MANY TIMES. WE WANT TO SHARE OUR HARD-EARNED KNOWLEDGE WITH YOU TO MAKE SUCCESS EASIER FOR YOU TO ACHIEVE. "THIS BOOK IS EXTRAORDINARILY FRESH AND EXCITING. IN AN ACCESSIBLE, STRAIGHT TALK FASHION, THIS BOOK IS A MANUAL, AND AN INSPIRATION. THE STARTUP PLAYBOOK IS SMART AND AVOIDS THE 'I AM SO SMART' OVER-WRITING ENDEMIC TO THE GENRE. READ THIS AS IT

IS PRESENTED. YOU'LL BE DOING YOURSELF A TREMENDOUS FAVOR."

—AMAZON REVIEWER

**THE MOM TEST** - ROB FITZPATRICK  
2013-10-09

THE MOM TEST IS A QUICK, PRACTICAL GUIDE THAT WILL SAVE YOU TIME, MONEY, AND HEARTBREAK. THEY SAY YOU SHOULDN'T ASK YOUR MOM WHETHER YOUR BUSINESS IS A GOOD IDEA, BECAUSE SHE LOVES YOU AND WILL LIE TO YOU. THIS IS TECHNICALLY TRUE, BUT IT MISSES THE POINT. YOU SHOULDN'T ASK ANYONE IF YOUR BUSINESS IS A GOOD IDEA. IT'S A BAD QUESTION AND EVERYONE WILL LIE TO YOU AT LEAST A LITTLE. AS A MATTER OF FACT, IT'S NOT THEIR RESPONSIBILITY TO TELL YOU THE TRUTH. IT'S YOUR RESPONSIBILITY TO FIND IT AND IT'S WORTH DOING RIGHT. TALKING TO CUSTOMERS IS ONE OF THE FOUNDATIONAL SKILLS OF BOTH CUSTOMER DEVELOPMENT AND LEAN STARTUP. WE ALL KNOW WE'RE SUPPOSED TO DO IT, BUT NOBODY SEEMS WILLING TO ADMIT THAT IT'S EASY TO SCREW UP AND HARD TO DO RIGHT. THIS BOOK IS GOING TO SHOW YOU HOW CUSTOMER CONVERSATIONS GO WRONG AND HOW YOU CAN DO BETTER.

**BUILDING A CULTURE OF INNOVATION** -  
CRIS BESWICK 2015-12-03

BEING A TRULY INNOVATIVE COMPANY IS MORE THAN THE DREAMING UP OF NEW PRODUCTS AND SERVICES BY EXTERNAL CONSULTANTS AND INTERNAL TASKFORCES. STAYING ONE STEP AHEAD OF THE COMPETITION REQUIRES YOU TO

EMBED INNOVATION INTO YOUR ORGANIZATIONAL CULTURE.

INNOVATION NEEDS TO BE EMBODIED IN EVERYTHING THAT GETS DONE BY EVERYONE WHO WORKS THERE. BY CHANGING YOUR ORGANIZATIONAL CULTURE TO ONE THAT SUPPORTS INNOVATION, YOU WILL REMOVE THE BARRIERS THAT STOP YOU RESPONDING QUICKLY AND AGILELY TO CHANGING MARKET CONDITIONS AND OPPORTUNITIES FOR GROWTH. BUILDING A CULTURE OF INNOVATION PRESENTS A PRACTICAL FRAMEWORK THAT YOU CAN FOLLOW TO DESIGN AND EMBED A CULTURE OF INNOVATION IN YOUR BUSINESS. THE SIX-STEP INNOVATION CULTURE CHANGE FRAMEWORK OFFERS A STRUCTURED PROCESS TO MAKE CHANGE STICK, FROM ASSESSING YOUR ORGANIZATION'S INNOVATION-READINESS TO LEADING A MANAGED CHANGE PROCESS THAT WILL FOSTER INNOVATION AT EACH LEVEL. IT INCLUDES CASE STUDIES FROM INTERNATIONAL ORGANIZATIONS WHICH HAVE SHIFTED THEIR FOCUS TO AN INNOVATION CULTURE, INCLUDING PRUDENTIAL, QINETIQ, OCTOPUS INVESTMENTS, CISCO, SIEMENS, BRIGHTMOVE MEDIA, WAITROSE AND FEEFO. SUPPORTED WITH DOWNLOADABLE RESOURCES, BUILDING A CULTURE OF INNOVATION IS AN ESSENTIAL READ FOR BUSINESS LEADERS AND CHANGE IMPLEMENTATION TEAMS WHO WANT TO PLACE INNOVATION AT THE HEART OF THEIR BUSINESS STRATEGY.

**STARTUP** - JERRY KAPLAN

2014-07-08

THE CLASSIC ACCOUNT OF THE EARLY DAYS OF TECH, NAMED ONE OF THE 10 BEST BUSINESS BOOKS OF THE YEAR BY BUSINESS WEEK: "RIVETING, WRY, AND OFTEN WISE."—THE WASHINGTON POST JERRY KAPLAN HAD A DREAM: HE WOULD REDEFINE THE KNOWN UNIVERSE (AND GET VERY RICH) BY CREATING A NEW KIND OF COMPUTER. ALL HE NEEDED WAS SIXTY MILLION DOLLARS, A FEW HUNDRED EMPLOYEES, AND A MANIACAL BELIEF IN HIS ABILITY TO WIN THE SILICON VALLEY STARTUP GAME. KAPLAN, A WELL-KNOWN FIGURE IN THE COMPUTER INDUSTRY, FOUNDED GO CORPORATION IN 1987, AND FOR SEVERAL YEARS IT WAS ONE OF THE HOTTEST NEW VENTURES IN THE VALLEY. STARTUP TELLS THE STORY OF KAPLAN'S WILD RIDE: HOW HE ASSEMBLED A BRILLIANT BUT FRACTIOUS TEAM OF ENGINEERS, SOFTWARE DESIGNERS, AND INVESTORS; PIONEERED THE EMERGING MARKET FOR HAND-HELD COMPUTERS OPERATED WITH

A PEN INSTEAD OF A KEYBOARD; AND CAREENED FROM CRISIS TO CRISIS WITHOUT EVER LOSING HIS PASSION FOR HIS REVOLUTIONARY IDEA. ALONG THE WAY, KAPLAN VIVIDLY RECREATES HIS ENCOUNTERS WITH ECCENTRIC EMPLOYEES, RISK-ADDICTED VENTURE CAPITALISTS, AND INDUSTRY GIANTS SUCH AS BILL GATES AND JOHN SCULLEY. AND NO ONE—including KAPLAN HIMSELF—is SPARED HIS SHARP WIT. "WHAT SEPARATES KAPLAN'S TALE FROM OTHER START-UP STORIES IS THE INSIGHT HE PROVIDES ABOUT DEALING WITH TWO OF AMERICA'S LARGEST COMPUTER COMPANIES—IBM AND MICROSOFT...READERS INTERESTED IN ENTREPRENEURIAL ADVENTURISM WILL FIND KAPLAN'S TALE ENTERTAINING."—PUBLISHERS WEEKLY "KAPLAN TELLS IT WITH NOVELISTIC STYLE REplete WITH RACES AGAINST THE CLOCK AND SHARP CHARACTER SKETCHES...AN INSIDER'S WELL-WRITTEN STORY OF THE DEATH OF A NEW MACHINE."—KIRKUS REVIEWS "A WINNER."—WIRED