

The Launch Pad: Inside Y Combinator

A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime.

Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

Offers perspectives on the teachings of Y Combinator and its twice-annual selection of elite young entrepreneurs who participate in three-month programs where they build small startups that are presented to venture capitalists.

Soooo, what is an accelerator?! And should you do one to grow your business? What's an accelerator versus an incubator? How do you find a good one, get in, and make the most of it? If you're running a program, how can you do that more effectively? Accelerate This! will cut through all the confusion so you can: - Decide if you want to join a program - Learn how to grow your idea into a business - Create a program (or run yours better!) Accelerate This! covers the whole shebang, tip to tail, inside out, and outside in. We've collected quotes, insights and best practices from the world's best programs (Y Combinator, 500 Startups, Techstars, Cleantech Open, Google/Alphabet X, The Buckminster Fuller Institute, XPrize, Elemental Excelerator, Free Electrons and a TON more), most interesting entrepreneurs (Justin Rosenstein, Casey Fenton, and more), gathered some of the most useful tools (Lean Startup, Four Steps To The Epiphany, and so on) and put it all together a super NOT boring format for you to learn, work smarter and create change. The book is written by Ryan Kushner (The Accelerator Guru), and is full of anecdotes and perspectives from his experience working around the world, in various industries, and with hundreds of startups, corporate clients and accelerators, prizes and incubators. Supported by New Energy Nexus (the global association of clean energy incubators and accelerators), The World Bank, Asian Development Bank and the World Wildlife Fund, the book takes a deep dive into clean energy/cleantech entrepreneurship as a test case for what accelerators can (and can't) do. Bonus! This is a carbon neutral/impact free book! We worked with CQuest Capital (www.cquestcapital.com), calculated the impact of each book, then offset that impact through their program installing improved cookstoves with families in rural Zambia, which reduces deforestation and indoor air pollution (which mainly effects women and children). Carbon offsets are the new hot hotness... get on it! Did we mention it's not boring? Buy, enjoy, share, turn into paper airplanes and throw at your friends. Just get busy doing, creating and making positive change in the world. We need it -and we hope "Accelerate This!" gives you the kick in the pants you need. Waaaabam! :)

The must – read guidebook for entrepreneurs looking to get into accelerator programs and to build and scale their startups with speed Accelerator programs have become one of the most powerful and valuable resources for entrepreneurs seeking to learn rapidly, build powerful networks, raise capital, build their startups and do this at speed and scale. In recent years, the number of accelerator programs around the world has grown at an incredible rate, propelling startups such as AirBnB, Uber, DropBox, Reddit, and others — many to billion-dollar valuations. The number of accelerators, the differences in accelerator program offerings and the unique benefits and costs of different accelerator locations makes choosing the right accelerator a challenge. Selecting the wrong accelerator, failing to be accepted in the right one, or not fully taking advantage of all the accelerator has to offer can be costly, sometimes fatal. With the stakes so high, entrepreneurs need to understand all their options, choose carefully and do the right things to maximize their chances of success. Startup Accelerators is the go to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this

indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process. Reveals how accelerators help founders navigate different challenges in the startup journey Describes the differences in the benefits and costs of different accelerator programs Explains how to prepare accelerator applications Discloses what actions to take during an accelerator to make the most of it Depicts case studies of entrepreneurs' accelerator applications, experiences and outcomes across different accelerators Features interviews with accelerator program managers, founders who went through accelerators, and investors in companies going through or having gone through accelerators Includes insightful data and reflections from entrepreneurship education researchers and academics Startup Accelerators: A Field Guide will prove to be invaluable for startup founders considering or going through accelerators, as well as aspiring entrepreneurs, educators, and other startup accelerator stakeholders.

Radical Ideas from the World's Smartest Minds

A Day in the Life of the Brain

Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups

Orbital Mechanics for Engineering Students

Showstopper!

Eleanor, or, The Rejection of the Progress of Love

This “inside account captures the energy—and the madness—of the software giant’s race to develop a critical new program. . . . Gripping” (Fortune Magazine). Showstopper is the dramatic, inside story of the creation of Windows NT, told by Wall Street Journal reporter G. Pascal Zachary. Driven by the legendary David Cutler, a picked band of software engineers sacrifices almost everything in their lives to build a new, stable, operating system aimed at giving Microsoft a platform for growth through the next decade of development in the computing business. Comparable in many ways to the Pulitzer Prize-winning book *The Soul of a New Machine* by Tracy Kidder, *Showstopper* gets deep inside the process of software development, the lives and motivations of coders and the pressure to succeed coupled with the drive for originality and perfection that can pull a diverse team together to create a program consisting of many hundreds of thousands of lines of code.

Six days ago, astronaut Mark Watney became one of the first people to walk on Mars. Now, he's sure he'll be the first person to die there. After a dust storm nearly kills him and forces his crew to evacuate while thinking him dead, Mark finds himself stranded and completely alone with no way to even signal Earth that he's alive--and even if he could get word out, his supplies would be gone long before a rescue could arrive. Chances are, though, he won't have time to starve to death. The damaged machinery, unforgiving environment, or plain old "human error" are much more likely to kill him first. But Mark isn't ready to give up yet. Drawing on his ingenuity, his engineering skills--and a relentless, dogged refusal to quit--he steadfastly confronts one seemingly insurmountable obstacle after the next. Will his resourcefulness be enough to overcome the impossible odds against him?

Creating an exceptionally student-friendly textbook in psychology isn't just about making the chapters shorter and pages more colorful. It's about using that type of format to provide a clear portrait of psychological science, concise but not oversimplified, all while continually answering the recurring student question: “What does this have to do with me?” David Myers' brief introduction to

psychology, Psychology in Everyday Life, certainly does offer brief, easily manageable chapters and a colorful, image-rich design (both shaped by extensive research, class testing, and instructor/student feedback). But what makes it such an exceptional text is what flows through those chapters—rich presentations of psychology’s core concepts and field-defining research, examined in context of the everyday lives of all kinds of people around the world and communicated in the captivating storyteller’s voice that is instantly recognizable as Myers’. The new edition of Psychology in Everyday Life offers an extraordinary amount of new research, effective new inquiry-based study tools, and further design innovations, all while maintaining its trademark brevity and clean layout. And it is accompanied by an innovative media/supplements of the same scope as all of David Myers’ more comprehensive textbooks.

For Asperkids, home is both their protected lair and their launch pad into success in a neurotypical world. Jennifer O'Toole provides parents with all the help they need in planning their home environment to encourage their Asperkid superheroes to soar. The Asperkid's Launch Pad is a visually-led guide to preparing a home environment that supports the development of children with Asperger syndrome. From a bedroom light switch that the child can easily reach, to a tucked-away safe place that he or she can retreat to when feeling overwhelmed or anxious, small changes in the home can boost the child's self-confidence, independence, comfort and life skills. Award-winning author Jennifer O'Toole gives readers a walk-through tour of the home, showing, room by room, how physical surroundings affect Asperkids and highlighting the learning opportunities in every space and object. Beautifully presented with color photographs throughout, this functional and fun book will win a place in the homes and hearts of all parents of children with Asperger syndrome.

The Wizard of Menlo Park

How Uber, Airbnb and the Killer Companies of the New Silicon Valley are Changing the World

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses and Other Tricky Situations at Work

The Asperkid's Launch Pad

Scientific American Nutrition for a Changing World

Draws on interviews with Google's CEO and the heads of its newest businesses to trace the story of the company's ambitions and influence, covering such topics as its acquisition of YouTube and its role in reshaping business and culture.

Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime -- it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of

attorneys who seek to "(Bmake attorneys obsolete." Founders are guided by Graham's notoriously direct form of tough-love feedback. "(BHere, we don't fire you," he says. "(BThe market fires you. If you're sucking, I'm not going to run along behind you, saying, 'You're sucking, you're sucking, c'mon, stop sucking.'" Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in "(BDemo Day," when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that's occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

The book aims to provide both comprehensive reviews of the classical methods and an introduction to new developments in medical statistics. The topics range from meta analysis, clinical trial design, causal inference, personalized medicine to machine learning and next generation sequence analysis. Since the publication of the first edition, there have been tremendous advances in biostatistics and bioinformatics. The new edition tries to cover as many important emerging areas and reflect as much progress as possible. Many distinguished scholars, who greatly advanced their research areas in statistical methodology as well as practical applications, also have revised several chapters with relevant updates and written new ones from scratch. The new edition has been divided into four sections, including, Statistical Methods in Medicine and Epidemiology, Statistical Methods in Clinical Trials, Statistical Genetics, and General Methods. To reflect the rise of modern statistical genetics as one of the most fertile research areas since the publication of the first edition, the brand new section on Statistical Genetics includes entirely new chapters reflecting the state of the art in the field. Although tightly related, all the book chapters are self-contained and can be read independently. The book chapters intend to provide a convenient launch pad for readers interested in learning a specific topic, applying the related statistical methods in their scientific research and seeking the newest references for in-depth research.

New York Times bestselling author of *The Everything Store* Brad Stone takes us deep inside the new Silicon Valley. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb are household names: redefining neighbourhoods, challenging the way governments regulate business and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, a new generation of entrepreneurs is sparking yet another cultural upheaval through technology. They are among the Upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Young, hungry and brilliant, they are rewriting the traditional rules of business, changing our day-to-day lives and often sidestepping serious ethical and legal obstacles in the process. *The Upstarts* is the definitive account of a dawning age of tenacity, creativity, conflict and wealth. In Brad Stone's highly anticipated and riveting account of the most radical companies of the new Silicon Valley, we find out how it all started, and how the world is wildly different than it was ten years ago.

Home Design to Empower Everyday Superheroes

Programmable Microcontrollers: Applications on the MSP432 LaunchPad

How Good Intentions and Bad Ideas Are Setting Up a Generation for Failure

Star Wars Ahsoka

Ask a Manager

A True Story of Money, Power, Friendship and Betrayal

In 2008, two broke art school graduates and their coder-whiz friend set up a platform that - in less than a decade - became the largest provider of accommodations in the world. Now valued at \$30 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.

Fans have long wondered what happened to Ahsoka after she left the Jedi Order near the end of the Clones Wars, and before she re-appeared as the mysterious Rebel operative Fulcrum in Rebels. Finally, her story will begin to be told. Following her experiences with the Jedi and the devastation of Order 66, Ahsoka is unsure she can be part of a larger whole ever again. But her desire to fight the evils of the Empire and protect those who need it will lead her right to Bail Organa, and the Rebel Alliance...

Where am I in the solar system? A beloved bestseller, now refreshed with new art from Christine Gore, that will help children discover their place in the Milky Way. Where is the earth? Where is the sun? Where are the stars? Now with new art by Christine Gore, here is an out-of-this world introduction to the universe for children. With Earth as a starting point, a young astronaut leads readers on a tour past each planet and on to the stars, answering simple questions about our solar system. In clear language, drawings, and diagrams, space unfolds before a child's eyes. Colorful illustrations, filled with fun detail, give children a lot to look for on every page, and a glossary helps reinforce new words and concepts. A terrific teaching tool, Me and My Place in Space is an easy and enjoyable way to introduce the concept of space to budding astronomers.

*'I'm a HUGE fan of Alison Green's "Ask a Manager" column. This book is even better' Robert Sutton, author of The No Asshole Rule and The Asshole Survival Guide 'Ask A Manager is the book I wish I'd had in my desk drawer when I was starting out (or even, let's be honest, fifteen years in)' - Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F*ck A witty, practical guide to navigating 200 difficult professional conversations Ten years as a workplace advice columnist has taught Alison Green that people avoid awkward conversations in the office because they don't know what to say. Thankfully, Alison does. In this incredibly helpful book, she takes on the tough discussions you may need to have during your career. You'll learn what to say when: · colleagues push their work on you - then take credit for it · you accidentally trash-talk someone in an email and hit 'reply all' · you're being micromanaged - or not being managed at all · your boss seems unhappy with your work · you got too drunk at the Christmas party With sharp, sage advice and candid letters from real-life readers, Ask a*

Manager will help you successfully navigate the stormy seas of office life.

Fundamentals of Human Neuropsychology

SAP BusinessObjects Reporting Cookbook

The Soul of an Entrepreneur

The Breakneck Race to Create Windows NT and the Next Generation at Microsoft

The Neuroscience of Consciousness from Dawn Till Dusk

The First Inside Account of Venture Capitalists at Work

Develop and Deploy Powerful MSP432 Microcontroller Applications

Bolster your electronics skills and learn to work with the cutting-edge MSP432 microcontroller using the practical information contained in this comprehensive guide. Programmable Microcontrollers:

Applications on the MSP432 LaunchPad clearly explains each concept and features detailed illustrations, real-world examples, and DIY projects. Discover how to configure the MSP432, program custom

functions, interface with external hardware, and communicate via WiFi. Ideal for practicing engineers and hobbyists alike, this hands-on

guide empowers you to program all microcontrollers by thoroughly understanding the MSP432. Coverage includes:

- MSP432 architecture
- Code Composer Studio (CCS)
- CCS Cloud and Energia
- MSP432 programming with C and Assembly
- Digital I/O
- Exceptions and interrupts
- Power management and timing operations
- Mixed signal systems
- Digital and wireless communication
- Flash memory, RAM, and direct memory access
- Real-time operating system
- Advanced applications

This "brilliant, inventive, funny" debut novel from an award-winning poet explores the contemporary anxieties of disconnection with "sharp, keen insights" (James Hannaham, PEN/Faulkner Award-winning author).

This is a novel about a novelist named Eleanor, whose laptop, containing an enigmatic document, is stolen from a coffee shop. But it is also a novel about the unnamed novelist writing Eleanor's story, and whose relationship with a brilliant, melancholic critic is getting decidedly complicated. As Eleanor attempts to track the laptop thief

from New York to Addis Ababa to the Rimbaud Museum in Harar, "the author's and Eleanor's stories intertwine like strands of a double helix" in this "philosophically exhaustive yet profoundly human"

adventure (Kirkus Reviews, starred review). In her bracingly

intellectual debut novel, the James Laughlin Award-winning poet Anna Moschovakis offers "a brilliant, visceral, sensual examination of the condition of being a woman, and the inherent struggles related to identity and authority that exist for all of us" (Nylon).

Orbital Mechanics for Engineering Students, Second Edition, provides an introduction to the basic concepts of space mechanics. These

include vector kinematics in three dimensions; Newton's laws of motion and gravitation; relative motion; the vector-based solution of the classical two-body problem; derivation of Kepler's equations; orbits in three dimensions; preliminary orbit determination; and orbital maneuvers. The book also covers relative motion and the two-impulse

rendezvous problem; interplanetary mission design using patched conics; rigid-body dynamics used to characterize the attitude of a space vehicle; satellite attitude dynamics; and the characteristics

and design of multi-stage launch vehicles. Each chapter begins with an outline of key concepts and concludes with problems that are based on the material covered. This text is written for undergraduates who are studying orbital mechanics for the first time and have completed courses in physics, dynamics, and mathematics, including differential equations and applied linear algebra. Graduate students, researchers, and experienced practitioners will also find useful review materials in the book. NEW: Reorganized and improved discussions of coordinate systems, new discussion on perturbations and quaternions NEW: Increased coverage of attitude dynamics, including new Matlab algorithms and examples in chapter 10 New examples and homework problems

A description of the reasons for and impact of hurricanes and tornadoes.

Hurricane & Tornado

A Field Guide

Successful Strategies for Products that Win

The Airbnb Story

The Real Story Of How The Company Outsmarts Its Competition

eBoys

In eBOYS, Randall Stross takes us behind the scenes and inside the heads of the gutsy entrepreneurs who are financing the hottest businesses on the Web. The six tall men who started Benchmark, Silicon Valley's most exciting venture capital firm, put themselves at the cutting edge of the new economy by backing billion dollar start-ups like eBay and Webvan. The risks were enormous--but the rewards have proven to be staggering. Within two years, eBay's net worth grew from \$20 million to more than \$21 billion, while each Benchmark founding partner saw his own personal net worth soar by hundreds of millions of dollars. For two roller-coaster years, Stross had total access not only to Benchmark's executives but to the companies they financed. He was a fly on the wall as fortunes were made in an instant, snap decisions got locked in, and new ventures took off--and sometimes crashed. Here are the testosterone-pumped conversations, round-the-clock meetings, and gutsy deals that launched the eBoys and their clients into the stratosphere of mega-wealth. Written like a novel but absolutely true, eBOYS brings to vivid life the glory days of the greatest business adventure of our time.

updated with new material 'Digital transformation' and 'disruptive innovation' used to be empty buzzwords serving to justify pointless box-ticking and absurd corporate posturing. And then a global pandemic suddenly forced every kind of organization to embrace genuine, urgent innovation as a matter of survival. But how can we ensure that the non-bullshit version of innovation delivers economic recovery at this crucial moment? Are there strategies we can all adapt from the world's most creative leaders to innovate effectively in our own lives? David Rowan, founding editor-in-chief of WIRED UK, embarked on a twenty country quest to find out. Packed full of tips for anyone looking for radical ways to adapt and thrive in the digital age, this carefully curated selection of stories will prepare you for whatever the future may bring - because the world will never move this slowly again. _____ 'In this remarkable book, David Rowan tells a story of transformation: how an organisation has found a new way of doing things through innovation driven by ruthless entrepreneurial imagination. What is especially useful is that he does not just stick with small startups, let alone dreamy "inventors". He finds innovation in big companies and even within governments.' - Matt Ridley, The Times

The Saturn System Through The Eyes Of Cassini is printed in full-color on 70-pound paper.

The Cassini-Huygens mission has revolutionized our knowledge of the Saturn system and revealed surprising places in the solar system where life could potentially gain a foothold--bodies we call ocean worlds. Since its arrival in 2004, Cassini-Huygens has been nothing short of a discovery machine, captivating us with data and images never before obtained with such detail and clarity. Cassini taught us that Saturn is a far cry from a tranquil lone planet with delicate rings. Now, we know more about Saturn's chaotic, active, and powerful rings, and the storms that rage beneath. Images and data from Saturn's moons Titan and Enceladus hint at the possibility of life never before suspected. The rings of Saturn, its moons, and the planet itself offer irresistible and inexhaustible subjects for intense study. As the Cassini mission comes to a dramatic end with a fateful plunge into Saturn on Sept. 15, 2017, scientists are already dreaming of going back for further study.

Each of us has a unique, subjective inner world, one that we can never share directly with anyone else. But how do our physical brains actually give rise to this rich and varied experience of consciousness? In this ground-breaking book, internationally acclaimed neuroscientist Susan Greenfield brings together a series of astonishing new, empirically based insights into consciousness as she traces a single day in the life of your brain. From waking to walking the dog, working to dreaming, Greenfield explores how our daily experiences are translated into a tangle of cells, molecules and chemical blips, thereby probing the enduring mystery of how our brains create our individual selves.

A Novel

The Upstarts

The Saturn System Through The Eyes Of Cassini

The Four Steps to the Epiphany

How Thomas Alva Edison Invented the Modern World

Hatching Twitter

Number of teams that applied to Y Combinator's summer 2011 batch: 2,089 Teams interviewed: 170 Minutes per interview: 10 Teams accepted and funded: 64 Months to build a viable startup: 3 Possibilities: BOUNDLESS Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at \$5 billion) and Airbnb (\$1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime — it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of attorneys who seek to "make attorneys obsolete." Founders are guided by Graham's notoriously direct form of tough-love feedback. "Here, we don't fire you," he says. "The market fires you. If you're sucking, I'm not going to run along behind you, saying, 'You're sucking, you're sucking, c'mon, stop sucking.'" Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in "Demo Day," when

founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that's occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

Astronaut Samantha Cristoforetti's intimate account of her first journey to the International Space Station, to which she returns in 2022, as commander of Expedition 68a—only the fourth woman to command the ISS, praised by Scott Kelly for its “incredible detail and great writing.” Two hundred days orbiting Earth on the International Space Station. Five years working and training with the aerospace community across the world. A lifetime of choices leading to the stars. These are the components of Samantha Cristoforetti's dream, a dream she invites us to share in this intimate account of an astronaut's journey to space. She views the triumphs and disappointments of that journey with a poet's eye and a philosopher's mind—and an engineer's gift for detail that brings each experience into sharp focus. With Cristoforetti as our guide, we're called to become “apprentice astronauts” and experience the world anew through the visor of a space suit's helmet. Bonding with crew members to tackle challenges as a team, lifting off from the launchpad in a roar of engines, discovering the strange wonders of weightlessness, seeing Earth with a fresh perspective after a bittersweet return to solid ground . . . all these moments and more reveal what it really takes to escape our planet's gravity in pursuit of a goal.

The Launch Pad Inside Y Combinator Penguin

"An engaging look at Microsoft's success"—The San Francisco Chronicle

The Microsoft Way

One Company's Audacious Plan to Organize Everything We Know

Foundations of Global Financial Markets and Institutions, fifth edition

Accelerate This!

Fundamentals of Abnormal Psychology

The Launch Pad

An award-winning business writer dismantles the myths of entrepreneurship, replacing them with an essential story about the experience of real business owners in the modern economy. We're often told that we're living amidst a startup boom. Typically, we think of apps built by college kids and funded by venture capital firms, which remake fortunes and economies overnight. But in reality, most new businesses are things like restaurants or hair salons. Entrepreneurs aren't all millennials -- more often, it's their parents. And those small companies are the fabric of our economy. The Soul of an Entrepreneur is a business book of a different kind, exploring our work but also our passions and hopes. David Sax reports on the deeply personal questions of entrepreneurship: why an immigrant family risks everything to build a bakery; how a small farmer fights to manage his debt; and what it feels like to rise and fall with a business you built for yourself. This book is the real story of entrepreneurship. It confronts both success and

failure, and shows how they can change a human life. It captures the inherent freedom that entrepreneurship brings, and why it matters.

With this practical book, AI and machine learning practitioners will learn how to successfully build and deploy data science projects on Amazon Web Services. The Amazon AI and machine learning stack unifies data science, data engineering, and application development to help level up your skills. This guide shows you how to build and run pipelines in the cloud, then integrate the results into applications in minutes instead of days. Throughout the book, authors Chris Fregly and Antje Barth demonstrate how to reduce cost and improve performance. Apply the Amazon AI and ML stack to real-world use cases for natural language processing, computer vision, fraud detection, conversational devices, and more Use automated machine learning to implement a specific subset of use cases with SageMaker Autopilot Dive deep into the complete model development lifecycle for a BERT-based NLP use case including data ingestion, analysis, model training, and deployment Tie everything together into a repeatable machine learning operations pipeline Explore real-time ML, anomaly detection, and streaming analytics on data streams with Amazon Kinesis and Managed Streaming for Apache Kafka Learn security best practices for data science projects and workflows including identity and access management, authentication, authorization, and more

Thomas Edison ' s greatest invention? His own fame. At the height of his fame Thomas Alva Edison was hailed as “ the Napoleon of invention ” and blazed in the public imagination as a virtual demigod. Starting with the first public demonstrations of the phonograph in 1878 and extending through the development of incandescent light and the first motion picture cameras, Edison ' s name became emblematic of all the wonder and promise of the emerging age of technological marvels. But as Randall Stross makes clear in this critical biography of the man who is arguably the most globally famous of all Americans, Thomas Edison ' s greatest invention may have been his own celebrity. Edison was certainly a technical genius, but Stross excavates the man from layers of myth-making and separates his true achievements from his almost equally colossal failures. How much credit should Edison receive for the various inventions that have popularly been attributed to him—and how many of them resulted from both the inspiration and the perspiration of his rivals and even his own assistants? This bold reassessment of Edison ' s life and career answers this and many other important questions while telling the story of how he came upon his most famous inventions as a young man and spent the remainder of his long life trying to conjure similar success. We also meet his partners and competitors, presidents and entertainers, his close friend Henry Ford, the wives who competed with his work for his attention, and the children who tried to thrive in his shadow—all providing a fuller view of Edison ' s life and times than has ever been offered before. The Wizard of Menlo Park reveals not only how Edison worked, but how he managed his own fame, becoming the first great celebrity of the

modern age.

Nutrition for a Changing World engages students like no other nutrition textbook. Real stories - about real people and real science - are integrated into every chapter, bringing context and relevance to the core science. Infographics in the style of Scientific American magazine are like "science storyboards" that guide students step-by-step through essential processes and concepts. Coverage of timely topics such as gluten-free diets, the diabetes epidemic, and global nutrition exemplify the book's contemporary approach to nutrition science. Nutrition for Changing World is also the only product for the course to offer automatically graded diet analysis activities. AnalyzeMyDiet provides both a diet tracker and personalized, auto-graded diet analysis activities built to cover a standard 3- to 7-day diet analysis assignment, freeing instructors from hand-grading these projects.

A Super Not Boring Guide to Startup Accelerators and Clean Energy

Entrepreneurship - Full Color Version

Advanced Medical Statistics (2nd Edition)

Work and Life Beyond the Startup Myth

How Three Guys Disrupted an Industry, Made Billions of Dollars ... and Plenty of Enemies

The Coddling of the American Mind

Diary of an Apprentice Astronaut

In The Launch Pad, Randall Stross, author of eBoys and Planet Google, takes a behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness. Twice a year, in the heart of Silicon Valley, a small investment firm called Y Combinator selects an elite group of young entrepreneurs. Months of intense work culminates in Demo Day, when investors and venture capitalists flock to hear their pitches. Any one of them might turn out to be the next Dropbox (class of 2007), or Airbnb (class of 2009). Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. He tells the full story of this ultra-exclusive institution, how it chooses the aspiring Mark Zuckerbergs, and how it teaches them to go from concept to profitability in record time. This is the definitive story of a seismic shift in the business world, in which coding skill beats job experience, pairs of undergraduates take on Goliaths, and investors fall in love. The Launch Pad is both a gripping narrative and a gold mine of useful insights. 'A must-read for anyone interested in the realities of modern entrepreneurship' -Eric Ries, author of The Lean Startup 'Stross's account of the best new entrepreneurs and the exciting companies they're building at startup schools is a great read for founders and would-be founders alike' -Marc Andreessen, cofounder, Andreessen Horowitz
Randall Stross is the author of several acclaimed books, including eBoys, Planet Google, and The Wizard of Menlo Park. He has a Ph.D. in history from Stanford University.

Janis Kuby's groundbreaking introduction to immunology was the first textbook for the course actually written to be a textbook. Like no other text, it combined an experimental emphasis with extensive pedagogical features to help students grasp basic concepts. Now in a thoroughly updated new edition, Kuby Immunology remains the only undergraduate introduction to immunology written by teachers of the course. In the Kuby tradition, authors Judy Owen, Jenni Punt, and Sharon Stranford present the most current concepts in an experimental context, conveying the excitement of scientific discovery, and highlight important advances, but do so with the focus on the big picture of the study of immune response, enhanced by unsurpassed pedagogical support.

for the first-time learner.

What doesn't kill you makes you weaker Always trust your feelings Life is a battle between good people and evil people These three Great Untruths contradict basic psychological principles about well-being, as well as ancient wisdom from many cultures. And yet they have become increasingly woven into education, culminating in a stifling culture of "safetyism" that began on American college campuses and is spreading throughout academic institutions in the English-speaking world. In this book, free speech campaigner Greg Lukianoff and social psychologist Jonathan Haidt investigate six trends that caused the spread of these untruths, from the decline of unsupervised play to the corporatization of universities and the rise of new ideas about identity and justice. Lukianoff and Haidt argue that well-intended but misguided attempts to protect young people can hamper their development, with devastating consequences for them, for the educational system and for democracy itself.

'A tale of Machiavellian plots and coups d'etat, it's just all so gripping' Chris Evans, BBC Radio 4
THE ULTIMATE 21ST CENTURY BUSINESS STORY Since 2006, Twitter has grown from the accidental side project of a failing internet start-up, to a global icon that by 2013 had become a \$11.5bn business. But the full story of Twitter's hatching has never been told before. In his revelatory new book, New York Times journalist Nick Bilton takes readers behind the scenes of Twitter as it grew at exponential speeds, and inside the heads of the four hackers who created the ambitious millionaire Evan Williams; tattooed mastermind Jack Dorsey; joker and diplomat Biz Stone; and Noah Glass, the shy but energetic geek who invested his whole life in Twitter, only to be kicked out and expunged from the company's official history. Combining unprecedented access with exhaustive investigative reporting, and drawing on hundreds of sources, documents and internal emails, New York Times' bestseller HATCHING TWITTER is a blistering drama of betrayed friendships and high-stakes power struggles. A business story like no other, it will surprise, expose and inspire.

Inside Y Combinator

Startup Accelerators

Non-Bullshit Innovation

Kuby Immunology

Me and My Place in Space

Planet Google

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed

with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

A thoroughly revised and updated edition of a textbook for graduate students in finance, with new coverage of global financial institutions. This thoroughly revised and updated edition of a widely used textbook for graduate students in finance now provides expanded coverage of global financial institutions, with detailed comparisons of U.S. systems with non-U.S. systems. A focus on the actual practices of financial institutions prepares students for real-world problems. After an introduction to financial markets and market participants, including asset management firms, credit rating agencies, and investment banking firms, the book covers risks and asset pricing, with a new overview of risk; the structure of interest rates and interest rate and credit risks; the fundamentals of primary and secondary markets; government debt markets, with new material on non-U.S. sovereign debt markets; corporate funding markets, with new coverage of small and medium enterprises and entrepreneurial ventures; residential and commercial real estate markets; collective investment vehicles, in a chapter new to this edition; and financial derivatives, including financial futures and options, interest rate derivatives, foreign exchange derivatives, and credit risk transfer vehicles such as credit default swaps. Each chapter begins with learning objectives and ends with bullet point takeaways and questions.

If you are a business analyst, BI developer, or an IT professional who wants to learn the A to Z of how to work with Web Intelligence reporting tools and different types of data, then this book is for you. The only thing you need is a basic understanding of what Business Intelligence is and data concepts.

The Martian
Psychology in Everyday Life
Data Science on AWS