

Softwar An Intimate Portrait Of Larry Ellison And Oracle Matthew Symonds

SoftwarBuying at the Point of Maximum PessimismNetwork Attacks and ExploitationDoing Capitalism in the Innovation EconomyMy Start-Up LifeDigital Humanities and Film StudiesTacit and Explicit KnowledgeCable CowboyPresent! a Techie's Guide to Public SpeakingSoftwarContemporary CariocaThe FormulaThe Reichmanns.Just for FunThe MailroomLi Ka-ShingThe Rent Is Too Damn HighRe-Visioning PsychiatryCyberwar and Information WarfareEssential Software ArchitectureNetnographyAn Incredible DreamGlobal IT OutsourcingIn the Company of GiantsDirect From Dell#AccelerateDifference Between God And Larry Ellison*, The *god Doesn't Think He's Larry EAAt Any CostIntroducing GlobalizationThe Making the Modern Middle EastThe Keys to the KingdomSoftwarNo Better TimeEveryone Else Must FailHow Mathematicians ThinkEnterprise 2.0NetnographyGreek MythologyGenerating Social CapitalMoney from Thin Air

Softwar

An inside look at a cable titan and his industry John Malone, hailed as one of the great unsung heroes of our age by some and reviled by others as a ruthless robber baron, is revealed as a bit of both in Cable Cowboy. For more than twenty-five years, Malone has dominated the cable television industry, shaping the world of entertainment and communications, first with his cable company TCI and later with Liberty Media. Written with Malone's unprecedented cooperation, the engaging narrative brings this controversial capitalist and businessman to life. Cable Cowboy is at once a penetrating portrait of Malone's complex persona, and a captivating history of the cable TV industry. Told in a lively style with exclusive details, the book shows how an unassuming copper strand started as a backwoods antenna service and became the digital nervous system of the U.S., an evolution that gave U.S. consumers the fastest route to the Internet. Cable Cowboy reveals the forces that propelled this pioneer to such great heights, and captures the immovable conviction and quicksilver mind that have defined John Malone throughout his career.

Buying at the Point of Maximum Pessimism

Job titles like "Technical Architect" and "Chief Architect" nowadays abound in software industry, yet many people suspect that "architecture" is one of the most overused and least understood terms in professional software development. Gorton's book tries to resolve this dilemma. It concisely describes the essential elements of knowledge and key skills required to be a software architect. The explanations encompass the essentials of architecture thinking, practices, and supporting technologies. They range from a general understanding of structure and quality attributes through technical issues like

middleware components and service-oriented architectures to recent technologies like model-driven architecture, software product lines, aspect-oriented design, and the Semantic Web, which will presumably influence future software systems. This second edition contains new material covering enterprise architecture, agile development, enterprise service bus technologies, RESTful Web services, and a case study on how to use the MeDICI integration framework. All approaches are illustrated by an ongoing real-world example. So if you work as an architect or senior designer (or want to someday), or if you are a student in software engineering, here is a valuable and yet approachable knowledge source for you.

Network Attacks and Exploitation

Social capital - networks of civic engagements, norms of reciprocity, and attitudes of trust - is widely seen as playing a key role for the health of democracy. While many authors have examined the consequences of social capital, there is a pressing need to explore its sources. This collection brings together leading American and European scholars in the first comparative analysis of how social trust and other civic attitudes are generated. The contributors to this volume examine the generation of social capital from two directions: society-based approaches that emphasize voluntary associations, and institutional approaches that emphasize policy.

Doing Capitalism in the Innovation Economy

A history of the computer company Oracle identifies the events and sometimes controversial choices that contributed to its rise to one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals, and complemented by additional notes by the company's co-founder and chief executive. Reprint. 20,000 first printing.

My Start-Up Life

A century ago, as World War I got underway, the Middle East was dominated, as it had been for centuries, by the Ottoman Empire. But by 1923, its political shape had changed beyond recognition, as the collapse of the Ottoman Empire and the insistent claims of Arab and Turkish nationalism and Zionism led to a redrawing of borders and shuffling of alliances—a transformation whose consequences are still felt today. This fully revised and updated second edition of Making the Modern Middle East traces those changes and the ensuing history of the region through the rest of the twentieth century and on to the present. Focusing in particular on three leaders—Emir Feisal, Mustafa Kemal, and Chaim Weizmann—the book offers a clear, authoritative account of the region seen from a transnational perspective, one that enables readers to understand its complex history and the way it affects present-day events.

Digital Humanities and Film Studies

This book highlights the quantitative methods of data mining and information visualization and explores their use in relation to the films and writings of the Russian director, Dziga Vertov. The theoretical basis of the work harkens back to the time when a group of Russian artists and scholars, known as the “formalists,” developed new concepts of how art could be studied and measured. This book brings those ideas to the digital age. One of the central questions the book intends to address is, “How can hypothetical notions in film studies be supported or falsified using empirical data and statistical tools?” The first stage involves manual and computer-assisted annotation of the films, leading to the production of empirical data which is then used for statistical analysis but more importantly for the development of visualizations. Studies of this type furthermore shed light on the field of visual presentation of time-based processes; an area which has its origin in the Russian formalist sphere of the 1920s and which has recently gained new relevance due to technological advances and new possibilities for computer-assisted analysis of large and complex data sets. In order to reach a profound understanding of Vertov and his films, the manual or computer-assisted data analysis must be combined with film-historical knowledge and a study of primary sources. In addition, the status of the surviving film materials and the precise analysis of these materials combined with knowledge of historical film technology provide insight into archival policy and political culture in the Soviet Union in the 1920s and 30s.

Tacit and Explicit Knowledge

Incorporate offense and defense for a more effective networksecurity strategy Network Attacks and Exploitation provides a clear,comprehensive roadmap for developing a complete offensive anddefensive strategy to engage in or thwart hacking and computerespionage. Written by an expert in both government and corporatevulnerability and security operations, this guide helps youunderstand the principles of the space and look beyond theindividual technologies of the moment to develop durablecomprehensive solutions. Numerous real-world examples illustratethe offensive and defensive concepts at work, including Conficker,Stuxnet, the Target compromise, and more. You will find clearguidance toward strategy, tools, and implementation, with practicaladvice on blocking systematic computer espionage and the theft ofinformation from governments, companies, and individuals. Assaults and manipulation of computer networks are rampantaround the world. One of the biggest challenges is fitting theever-increasing amount of information into a whole plan orframework to develop the right strategies to thwart these attacks.This book clears the confusion by outlining the approaches thatwork, the tools that work, and resources needed to apply them. Understand the fundamental concepts of computer networkexploitation Learn the nature and tools of systematic attacks Examine offensive strategy and how attackers will seek tomaintain their advantage Understand defensive strategy, and how current approaches failto change the strategic balance Governments, criminals, companies, and individuals are alloperating in a world without boundaries, where the laws, customs,and norms

previously established over centuries are only beginning to take shape. Meanwhile computer espionage continues to grow in both frequency and impact. This book will help you mount a robust offense or a strategically sound defense against attacks and exploitation. For a clear roadmap to better network security, *Network Attacks and Exploitation* is your complete and practical guide.

Cable Cowboy

With as many as 1 billion people now using online communities such as newsgroups, blogs, forums, social networking sites, podcasting, videocasting, photosharing communities, and virtual worlds, the internet is now an important site for research. This exciting new text is the first to explore the discipline of 'Netnography' - the conduct of ethnography over the internet - a method specifically designed to study cultures and communities online. For the first time, full procedural guidelines for the accurate and ethical conduct of ethnographic research online are set out, with detailed, step-by-step guidance to thoroughly introduce, explain, and illustrate the method to students and researchers. The author also surveys the latest research on online cultures and communities, focusing on the methods used to study them, with examples focusing on the new elements and contingencies of the blogosphere (blogging), microblogging, videocasting, podcasting, social networking sites, virtual worlds and more. This book will be essential reading for researchers and students in social sciences such as anthropology, sociology, marketing and consumer research, organization and management studies and cultural and media studies.

Present! a Techie's Guide to Public Speaking

The ultimate interactive public speaking guide from tech speakers Poornima Vijayashanker and Karen Catlin that prepares and encourages techies to discover their expertise, confidently share it, and successfully level up in their careers. Techies around the world can now jump start and grow their speaking careers with the book, *Present! A Techie's Guide to Public Speaking*, written by tech leaders, Poornima Vijayashanker and Karen Catlin. The book serves as a resource for technology professionals who want or need to develop the skills to communicate their expertise effectively, whether in a meeting at work or delivering an engaging talk at a conference. Poornima, who is the founder of Femgineer and the founding engineer of Mint.com, collaborated with former Adobe vice president and founder of Karen Catlin Consulting, Karen Catlin, to compile and share their lessons, tips, and techniques learned from their own experiences as professional tech speakers. "Karen and I wanted to write this book so that our fellow techies would have a comprehensive resource to help them with their own public speaking endeavors. So many folks in the tech industry have amazing ideas and experience, but they often feel stuck on how to present them effectively. Also, our hope is that more women will be inspired by our stories and encouraged to get out there and share their own valuable expertise through public speaking in order to boost representation of women tech

speakers," Poornima said. Present! covers public speaking from A to Z. Through stories, examples, and interactive exercises, Poornima and Karen dive into topics including, overcoming stage fright, exploring personal speaking style, creating the right talk for the right audience, polishing presence and delivery, and nailing any type of talk, whether it's a lightning or long-form talk or being part of a panel. Karen said, "Even though Poornima and I are professional speakers, we felt it was important to share our own feelings of nerves and uncertainty, and bumps we've had along the way - and sometimes continue to experience. It was important for us to communicate that no one is perfect and it really is okay when talks don't always go according to plan. Our hope is that by being open, we'll be able to give others the confidence and the techniques to handle situations when they arise, deliver an amazing presentation, and most importantly, have FUN!"

Softwar

To many outsiders, mathematicians appear to think like computers, grimly grinding away with a strict formal logic and moving methodically--even algorithmically--from one black-and-white deduction to another. Yet mathematicians often describe their most important breakthroughs as creative, intuitive responses to ambiguity, contradiction, and paradox. A unique examination of this less-familiar aspect of mathematics, *How Mathematicians Think* reveals that mathematics is a profoundly creative activity and not just a body of formalized rules and results. Nonlogical qualities, William Byers shows, play an essential role in mathematics. Ambiguities, contradictions, and paradoxes can arise when ideas developed in different contexts come into contact. Uncertainties and conflicts do not impede but rather spur the development of mathematics. Creativity often means bringing apparently incompatible perspectives together as complementary aspects of a new, more subtle theory. The secret of mathematics is not to be found only in its logical structure. The creative dimensions of mathematical work have great implications for our notions of mathematical and scientific truth, and *How Mathematicians Think* provides a novel approach to many fundamental questions. Is mathematics objectively true? Is it discovered or invented? And is there such a thing as a "final" scientific theory? Ultimately, *How Mathematicians Think* shows that the nature of mathematical thinking can teach us a great deal about the human condition itself.

Contemporary Carioca

The Formula

At nineteen, Michael Dell started his company as a freshman at the University of Texas with \$1,000 and has since built an industry powerhouse. As Dell journeys through his childhood adventures, ups and downs, and mistakes made along the way, he reflects on invaluable lessons learned. Michael Dell's revolutionary insight has allowed him to persevere against all

odds, and Direct from Dell contains valuable information for any business leader. His strategies will show you effective ways to grow your business and will help you save time on costly mistakes by following his direct model for success.

The Reichmanns.

An apparently contradictory yet radically urgent collection of texts tracing the genealogy of a controversial current in contemporary philosophy. Accelerationism is the name of a contemporary political heresy: the insistence that the only radical political response to capitalism is not to protest, disrupt, critique, or détourne it, but to accelerate and exacerbate its uprooting, alienating, decoding, abstractive tendencies. #Accelerate presents a genealogy of accelerationism, tracking the impulse through 90s UK darkside cyberculture and the theory-fictions of Nick Land, Sadie Plant, Iain Grant, and CCRU, across the cultural underground of the 80s (rave, acid house, SF cinema) and back to its sources in delirious post-68 ferment, in texts whose searing nihilistic jouissance would later be disavowed by their authors and the marxist and academic establishment alike. On either side of this central sequence, the book includes texts by Marx that call attention to his own "Prometheanism," and key works from recent years document the recent extraordinary emergence of new accelerationisms steeled against the onslaughts of neoliberal capitalist realism, and retooled for the twenty-first century. At the forefront of the energetic contemporary debate around this disputed, problematic term, #Accelerate activates a historical conversation about futurity, technology, politics, enjoyment, and capital. This is a legacy shot through with contradictions, yet urgently galvanized today by the poverty of "reasonable" contemporary political alternatives.

Just for Fun

This is the biography of billionaire Li Ka-shing, the ultimate Hong Kong rags-to-riches success story. The book follows his life from his poor family's flight from the Japanese to Hong Kong in 1940, to his famous takeover of the British hong Hutchison Whampoa in 1979, and expansion of hisbusiness empire to become one of the ten richest people in the world. Mr Li entered business as a teenager, selling plastic goods, until at twenty-two, he started his own plastics company, Cheung Kong, specializing in plastic flowers. He entered the real estate market in the 1960s, and, by 1979, only the colonial government owned more real estate in Hong Kong than MrLi. He eventually built a conglomerate encompassing Canada, Britain, parts of the US, and South America, extending into media, hotels, shipping, oil, and grocery stores.

The Mailroom

Ben Casnocha discovered he was entrepreneur at age 12 and hasn't slowed down since. In this remarkably instructive book, Ben dissects the entrepreneurship "gene," explaining that everyone has inherited it if they have an idea to make the world

a better place. In Casnocha's case, he found a better way for city governments to communicate with constituents on the Web. Six years later, Comcate has dozens of municipal clients, a growing staff, and a record of excellence. This book is the story of his start-up, but also a conversation with his mentors, clients and fellow entrepreneurs about how to make a business idea work?and how to have the time of your life trying. From Pat Lencioni to Marc Benioff of salesforce.com, Ben has won over the best and brightest of the business world?now it's your turn!

Li Ka-Shing

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a \$1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-King of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman.

The Rent Is Too Damn High

Revisoning Psychiatry brings together new perspectives on the causes and treatment of mental health problems. The contributors emphasize the importance of understanding experience and explore how the brain, the person, and the social world interact to give rise to mental health problems as well as resilience and recovery.

Re-Visioning Psychiatry

It's like a plot from a Hollywood potboiler: start out in the mailroom, end up a mogul. But for many, it happens to be true. Some of the biggest names in entertainment—including David Geffen, Barry Diller, and Michael Ovitz— started their dazzling careers in the lowly mailroom. Based on more than two hundred interviews, David Rensin unfolds the never-before-told history of an American institution—in the voices of the people who lived it. Through nearly seven decades of glamour and humiliation, lousy pay and incredible perks, killer egos and a kill-or-be-killed ethos, you'll go where the trainees go, learn what they must do to get ahead, and hear the best insider stories from the Hollywood everyone knows about but no

one really knows. A vibrant tapestry of dreams, desire, and exploitation, *The Mailroom* is not only an engrossing read but a crash course, taught by the experts, on how to succeed in Hollywood.

Cyberwar and Information Warfare

From prominent political thinker and widely followed Slate columnist, a polemic on high rents and housing costs—and how these costs are hollowing out communities, thwarting economic development, and rendering personal success and fulfillment increasingly difficult to achieve. Rent is an issue that affects nearly everyone. High rent is a problem for all of us, extending beyond personal financial strain. High rent drags on our country's overall rate of economic growth, damages the environment, and promotes long commutes, traffic jams, misery, and smog. Yet instead of a serious focus on the issue, America's cities feature niche conversations about the availability of "affordable housing" for poor people. Yglesias's book changes the conversation for the first time, presenting newfound context for the issue and real-time, practical solutions for the problem.

Essential Software Architecture

Leaders in the computer world survey their past, present, and future

Netnography

"Sir John's ability to comprehend complex concepts and distill these into money-making ideas for his investors was legendary. With this book, Scott Phillips extends Sir John Templeton's crystal clear vision to some of tomorrow's most interesting and powerful money-making opportunities. All readers should be prepared to learn—and profit!" –Jeffrey Everett, Founding Partner, Everkey Global Partners "The brilliant global investing strategy of Sir John Templeton finds new life in Scott Phillips' *Buying at the Point of Maximum Pessimism*. With the U.S. in trouble, savvy international investing is a must, and this book shows you the best places to put your money for serious profits ahead." –Christopher Ruddy, CEO, Newsmax Media, Inc. "In *Buying at the Point of Maximum Pessimism*, Scott Phillips delivers a road map to investment success traveled by the very few but guaranteed to lead you to enormous profits. The book offers a delightful, common sense approach to investing that unfortunately is not so common." –Robert P. Miles, author, *The Warren Buffett CEO* "If you want to mitigate your risks while leveraging your long-term sources for growth, read every page of this book and invest accordingly. In ten or twenty years you will look back and be thankful you did." –Theodore Roosevelt Malloch, Ph.D., Research Professor, Yale University and CEO, *The Roosevelt Group Value Investing for the 2010s! Earn Consistent Long-Term Profits in a Radically New Market Environment* Legendary value investor Sir John Templeton knew the secret of

earning consistent profits: In times of maximum pessimism, recognize what your long-term opportunities are—and be ready to pounce. This book shows you where today’s long-term opportunities are, so you can earn outsized profits when the “herd” is running away in terror. Lauren Templeton Capital Management’s Scott Phillips identifies six powerful value investing themes for the 2010s: areas of long-term growth that become even more compelling in volatile or bear markets. This is value investing for the 2010s: a set of emerging opportunities you can profit from, while other investors are selling in fear!

An Incredible Dream

Global IT Outsourcing

Much of what humans know we cannot say. And much of what we do we cannot describe. For example, how do we know how to ride a bike when we can’t explain how we do it? Abilities like this were called “tacit knowledge” by physical chemist and philosopher Michael Polanyi, but here Harry Collins analyzes the term, and the behavior, in much greater detail, often departing from Polanyi’s treatment. In *Tacit and Explicit Knowledge*, Collins develops a common conceptual language to bridge the concept’s disparate domains by explaining explicit knowledge and classifying tacit knowledge. Collins then teases apart the three very different meanings, which, until now, all fell under the umbrella of Polanyi’s term: relational tacit knowledge (things we could describe in principle if someone put effort into describing them), somatic tacit knowledge (things our bodies can do but we cannot describe how, like balancing on a bike), and collective tacit knowledge (knowledge we draw that is the property of society, such as the rules for language). Thus, bicycle riding consists of some somatic tacit knowledge and some collective tacit knowledge, such as the knowledge that allows us to navigate in traffic. The intermixing of the three kinds of tacit knowledge has led to confusion in the past; Collins’s book will at last unravel the complexities of the idea. Tacit knowledge drives everything from language, science, education, and management to sport, bicycle riding, art, and our interaction with technology. In Collins’s able hands, it also functions at last as a framework for understanding human behavior in a range of disciplines.

In the Company of Giants

Designed specifically for introductory globalization courses, *Introducing Globalization* helps students to develop informed opinions about globalization, inviting them to become participants rather than just passive learners. Identifies and explores the major economic, political and social ties that comprise contemporary global interdependency Examines a broad sweep of topics, from the rise of transnational corporations and global commodity chains, to global health challenges and policies,

to issues of worker solidarity and global labor markets, through to emerging forms of global mobility by both business elites and their critics Written by an award-winning teacher, and enhanced throughout by numerous empirical examples, maps, tables, an extended bibliography, glossary of key terms, and suggestions for further reading and student research Supported by additional web resources - available upon publication at www.wiley.com/go/sparke - including hot links to news reports, examples of globalization and other illustrative sites, and archived examples of student projects Engage with fellow readers of Introducing Globalization on the book's Facebook page at www.facebook.com/IntroducingGlobalization, or learn more about this topic by enrolling in the free Coursera course Globalization and You at www.coursera.org/course/globalization

Direct From Dell

A unique insight into the interaction between the state, financiers and entrepreneurs in the modern innovation economy.

#Accelerate

Do you know that The Olympians Weren't the Original Immortals? Or that the Goddess Hera restored her virginity each year? The ancient Greeks wove one of the richest and best-preserved collections of stories of all the early civilizations, from the dawn of creation to the bloody siege at Troy. Discover: how Zeus comes to reign supreme with Hera by his side. how the lovely goddess of spring, Persephone, ends up as the Queen of the Underworld. Adventure of Perseus as he seeks the head of Medusa to deliver his mother from a tyrant. Stories of Hercules and experience the cunning of Theseus as he claims his birthright as king of Attica. The unfolding of the famous Trojan War from its unbelievable beginning through its astounding conclusion. Odysseus on his ten-year voyage home to Ithaca. And many other amazing tales! Get this book and discover the fascinating world of Greek Mythology today!

Difference Between God And Larry Ellison*, The *god Doesn't Think He's Larry E

Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, Netnography: Redefined is an indispensable guide to the understanding and conduct of Internet ethnography. With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and nursing, and multiple examples from the worlds of Facebook, Twitter, LinkedIn, and other social media sites. Like its predecessor, Netnography: Redefined includes full, step-by-step procedural guidelines for the accurate and ethical conduct of netnography. Yet this edition adapts

netnography to include big data and social media analytics, as well as further incorporating notions of network analysis. It deepens the practice of netnography through participative engagement, introspection, alternative representation, and a new humanist focus. Netnography: Redefined presents readers with up-to-date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed.

At Any Cost

A history of the computer company Oracle chronicles its rise to become one of the industry's most powerful and profitable companies, noting its penchant for reinventing itself in pursuit of new goals.

Introducing Globalization

Once upon a time Linus Torvalds was a skinny unknown, just another nerdy Helsinki techie who had been fooling around with computers since childhood. Then he wrote a groundbreaking operating system and distributed it via the Internet -- for free. Today Torvalds is an international folk hero. And his creation LINUX is used by over 12 million people as well as by companies such as IBM. Now, in a narrative that zips along with the speed of e-mail, Torvalds gives a history of his renegade software while candidly revealing the quirky mind of a genius. The result is an engrossing portrayal of a man with a revolutionary vision, who challenges our values and may change our world.

The Making the Modern Middle East

The ethnomusicologist Frederick Moehn introduces a generation of Rio-based musicians who build on the música popular brasileira (MPB) of previous decades, but who have yet to receive scholarly attention. This generation, the "children of the dictatorship," reinvigorated Brazilian genres such as samba and maracatu through juxtaposition with international influences, including rock, techno, and funk. Moehn offers vivid depictions of Rio musicians as they creatively combine and reconcile local realities with global trends and exigencies.

The Keys to the Kingdom

"O'Boyle has researched and written a monumental book that should be mandatory reading for all CEOs and anyone concerned with business ethics." --The Philadelphia Inquirer "Superb . . . a spirited study of General Electric, and of its sometimes brilliant, sometimes bungling, but always ruthless boss, Jack Welch." --Chicago Sun-Times With convincing passion and meticulous research, Thomas F. O'Boyle explores the forces behind General Electric's rise to the top of Wall

Street, questioning if GE, with chief executive officer Jack Welch at the helm, is still "bringing good things to life." Welch--explosive, profit-hungry, and pragmatic--catapulted GE's stocks to the top, up 1,155 percent from 1982 to 1997. O'Boyle argues that these astounding results have come only with the heavy price of employees' lives, blighted under the tyranny of "Neutron Jack" Welch, so named for his bomb-like ability to eliminate staff without disturbing surrounding operations. During Welch's reign, hard-nosed success tactics--unblinking downsizing, ruthless acquisition negotiations, and the virtual abandonment of manufacturing in favor of the more glamorous entertainment and financial services industries--coexist with scandals like price-fixing, pollution, and defense contract fraud. Sure to spark controversy, this gripping, comprehensive account begs the greater question: Is Jack Welch's GE a model company for business in the next century, or is it time to change the way the world does business? "Smoothly written and thoroughly researched." --USA Today "This book makes a valuable contribution to our understanding of corporate America. . . . Thomas F. O'Boyle persuades you that GE--Jack Welch's GE--brings bad things to life. In abundance." --Washington Monthly From the Trade Paperback edition.

Softwar

No Better Time tells of a young, driven mathematical genius who wrote a set of algorithms that would create a faster, better Internet. It's the story of a beautiful friendship between a loud, irreverent student and his soft-spoken MIT professor, of a husband and father who spent years struggling to make ends meet only to become a billionaire almost overnight with the success of Akamai Technologies, the Internet content delivery network he cofounded with his mentor. Danny Lewin's brilliant but brief life is largely unknown because, until now, those closest to him have guarded their memories and quietly mourned their loss. For Lewin was almost certainly the first victim of 9/11, stabbed to death at age 31 while trying to overpower the terrorists who would eventually fly American Flight 11 into the World Trade Center. But ironically it was 9/11 that proved the ultimate test for Lewin's vision—while phone communication failed and web traffic surged as never before, the critical news and government sites that relied on Akamai—and the technology pioneered by Danny Lewin—remained up and running.

No Better Time

This book offers key insights into how to manage software development across international boundaries. It is based on a series of case studies looking at the relationships between firms from North America, the UK, Japan and Korea with Indian software houses. In these case studies, which have typically been compiled over a 3-4 year timespan, the authors analyse the multi-faceted challenges encountered in managing these Global Software Alliances (GSAs). These challenges range from the conflicts that managers face when dealing with distance, to the tensions of transferring knowledge across time

and space, to issues in trying to establish universal standards in a context of constant change, and the problems of identity that developers and clients experience in having to deal with different organizations and countries. Throughout the book, the authors draw on their extensive research and experience to offer constructive advice on how to manage GSAs more effectively.

Everyone Else Must Fail

Integrating empirical, conceptual, and theoretical approaches, this book presents the thinking of researchers and experts in the fields of cybersecurity, cyberdefense, and information warfare. The aim of this book is to analyze the processes of information warfare and cyberwarfare through the historical, operational and strategic perspectives of cyberattacks. *Cyberwar and Information Warfare* is of extreme use to experts in security studies and intelligence studies, defense universities, ministries of defense and security, and anyone studying political sciences, international relations, geopolitics, information technologies, etc.

How Mathematicians Think

In a business where great risks, huge fortunes, and even bigger egos are common, Larry Ellison stands out as one of the most outspoken, driven, and daring leaders of the software industry. The company he cofounded and runs, Oracle, is the number one business software company: perhaps even more than Microsoft's, Oracle's products are essential to today's networked world. But Oracle is as controversial as it is influential, as feared as it is revered, thanks in large part to Larry Ellison. Though Oracle is one of the world's most valuable and profitable companies, Ellison is not afraid to suddenly change course and reinvent Oracle in the pursuit of new and ever more ambitious goals. *Softwar* examines the results of these shifts in strategy and the forces that drive Ellison relentlessly on. In *Softwar*, journalist Matthew Symonds gives readers an exclusive and intimate insight into both Oracle and the man who made it and runs it. As well as relating the story of Oracle's often bumpy path to industry dominance, Symonds deals with the private side of Ellison's life. From Ellison's troubled upbringing by adoptive parents and his lifelong search for emotional security to the challenges and opportunities that have come with unimaginable wealth, *Softwar* gets inside the skin of a fascinating and complicated human being. With unlimited insider access granted by Ellison himself, Symonds captures the intensity and, some would say, the recklessness that have made Ellison a legend. The result of more than a hundred hours of interviews and many months spent with Ellison, *Softwar* is the most complete portrait undertaken of the man and his empire -- a unique and gripping account of both the way the computing industry really works and an extraordinary life. Despite his closeness to Ellison, Matthew Symonds is a candid and at times highly critical observer. And in perhaps the book's most unusual feature, Ellison responds to Symonds's portrayal in the form of a running footnoted commentary. The result is one of the most fascinating business

stories of all time.

Enterprise 2.0

Social software has taken the Internet by storm, fuelling huge growth in collaborative authoring platforms (such as blogs, wikis and podcasts) and massive expansion in social networking communities. These technologies have generated an unprecedented level of consumer participation and it is now time for businesses to embrace them as part of their own information and knowledge management strategies. Enterprise 2.0 is one of the first books to explain the impact that social software will have inside the corporate firewall, and ultimately how staff will work together in the future. Niall Cook helps you to navigate this emerging landscape and introduces the key concepts that make up 'Enterprise 2.0'. The 4Cs model at the heart of the book uses practical examples from well known companies in a range of industry sectors to illustrate how to apply Enterprise 2.0 to encourage communication, cooperation, collaboration and connection between employees and customers in your own company. Erudite, well-researched and highly readable, this book is essential for anyone involved in knowledge, information and library management, as well as those implementing social software tools inside organizations. It will also appeal to marketing, advertising, public relations and internal communications professionals who need to exploit the opportunities social software offers for significant business impact and competitive advantage.

Netnography

Most of all, Corr captures the heart of a new kind of executive who is changing the way business works forever."--BOOK JACKET.

Greek Mythology

We all want our children to reach their fullest potential—to be smart and well adjusted, and to make a difference in the world. We wonder why, for some people, success seems to come so naturally. Could the secret be how they were parented? This book unveils how parenting helped shape some of the most fascinating people you will ever encounter, by doing things that almost any parent can do. You don't have to be wealthy or influential to ensure your child reaches their greatest potential. What you do need is commitment—and the strategies outlined in this book. In *The Formula: Unlocking the Secrets to Raising Highly Successful Children*, Harvard economist Ronald Ferguson, named in a *New York Times* profile as the foremost expert on the US educational "achievement gap," along with award-winning journalist Tatsha Robertson, reveal an intriguing blueprint for helping children from all types of backgrounds become successful adults. Informed by hundreds of interviews, the book includes never-before-published insights from the "How I was Parented Project" at Harvard University,

which draws on the varying life experiences of 120 Harvard students. Ferguson and Robertson have isolated a pattern with eight roles of the "Master Parent" that make up the Formula: the Early Learning Partner, the Flight Engineer, the Fixer, the Revealer, the Philosopher, the Model, the Negotiator, and the GPS Navigational Voice. The Formula combines the latest scientific research on child development, learning, and brain growth and illustrates with life stories of extraordinary individuals—from the Harvard-educated Ghanian entrepreneur who, as the young child of a rural doctor, was welcomed in his father's secretive late-night political meetings; to the nation's youngest state-wide elected official, whose hardworking father taught him math and science during grueling days on the family farm in Kentucky; to the DREAMer immigration lawyer whose low-wage mother pawned her wedding ring to buy her academically outstanding child a special flute. The Formula reveals strategies on how you—regardless of race, class, or background—can help your children become the best they can be and shows ways to maximize their chances for happy and purposeful lives.

Generating Social Capital

Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying "It's not enough that I succeed, everyone else must fail" has been so often used by or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and Everyone Else Must Fail raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's

tendency to be his own company's worst enemy.

Money from Thin Air

A riveting account of Michael Eisner's outrageous, thrilling, and often self-destructive tenure as head of the Walt Disney Company Kim Masters, coauthor of the New York Times bestseller *Hit & Run*, has written a page-turning account of Michael Eisner's ascent at The Magic Kingdom. Based on hundreds of interviews with Hollywood's power players, she weaves Eisner's story together with those who have crossed his path: Barry Diller, Jeffrey Katzenberg, and Michael Ovitz. Masters traces Eisner's rivalry with Diller at ABC and Paramount and shows how at Disney, Eisner and Frank Wells rejuvenated the company. Masters also details the fallout between Eisner and Katzenberg (who was responsible for hits like *Aladdin* and *The Lion King*) after Wells's untimely death, and traces the move of uber-agent Michael Ovitz from CAA to an executive position at Disney, one of Hollywood's most spectacular failures. Kim Masters, coauthor of the New York Times bestseller *Hit & Run*, has written a page-turning account of Michael Eisner's ascent at The Magic Kingdom. Based on hundreds of interviews with Hollywood's power players, she weaves Eisner's story together with those who have crossed his path: Barry Diller, Jeffrey Katzenberg, and Michael Ovitz. Masters traces Eisner's rivalry with Diller at ABC and Paramount and shows how at Disney, Eisner and Frank Wells rejuvenated the company. Masters also details the fallout between Eisner and Katzenberg (who was responsible for hits like *Aladdin* and *The Lion King*) after Wells's untimely death, and traces the move of uber-agent Michael Ovitz from CAA to an executive position at Disney, one of Hollywood's most spectacular failures. The *Keys to the Kingdom* climaxes with the shocking and incredibly personal court battle between Eisner and Katzenberg, involving hundreds of millions of dollars. Kim Masters, coauthor of the New York Times bestseller *Hit & Run*, has written a page-turning account of Michael Eisner's ascent at The Magic Kingdom. Based on hundreds of interviews with Hollywood's power players, she weaves Eisner's story together with those who have crossed his path: Barry Diller, Jeffrey Katzenberg, and Michael Ovitz. Masters traces Eisner's rivalry with Diller at ABC and Paramount and shows how at Disney, Eisner and Frank Wells rejuvenated the company. Masters also details the fallout between Eisner and Katzenberg (who was responsible for hits like *Aladdin* and *The Lion King*) after Wells's untimely death, and traces the move of uber-agent Michael Ovitz from CAA to an executive position at Disney, one of Hollywood's most spectacular failures. The *Keys to the Kingdom* climaxes with the shocking and incredibly personal court battle between Eisner and Katzenberg, involving hundreds of millions of dollars.

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