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# **The Best Tech Books I Read**

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Sanglard**

***How organizations--including  
Google,  
StubHub,  
Airbnb, and Fa  
cebook--learn***

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*from*  
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Sanglard  
*experiments in  
a data-driven  
world. Have  
you logged  
into Facebook  
recently?  
Searched for  
something on  
Google?  
Chosen a  
movie on*

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Read, Fabien  
Sanclard

***Netflix? If so,  
you've  
probably been  
an unwitting  
participant in  
a variety of ex  
periments--als  
o known as  
randomized  
controlled trial  
s--designed to  
test the***

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***impact of  
different  
online  
experiences.  
Once an  
esoteric tool  
for academic  
research, the  
randomized  
controlled trial  
has gone  
mainstream.***

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***No tech  
company  
worth its salt  
(or its share  
price) would  
dare make  
major changes  
to its platform  
without first  
running  
experiments  
to understand***

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***how they  
would  
influence user  
behavior. In  
this book,  
Michael Luca  
and Max  
Bazerman  
explain the  
importance of  
experiments  
for decision***

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**making in a  
data-driven  
world.**

**This book  
"isn't about  
the famous  
tech  
trailblazers  
you already  
know, like  
Sheryl  
Sandberg and**

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**Marissa  
Mayer.  
Instead,  
veteran  
journalists  
Heather Cabot  
and Samantha  
Walravens  
introduce  
readers to the  
... female  
entrepreneurs**



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*technologists*  
*fighting at the*  
*grassroots*  
*level for an*  
*ownership*  
*stake in the*  
*revolution*  
*that's*  
*changing the*  
*way we live,*  
*work and*

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**connect to  
each other"--A  
amazon.com.**

**NEW YORK  
TIMES**

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***The classic  
work that  
predicted the  
anxieties of a  
world upended  
by rapidly***

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**emerging tech  
nologies—and  
now provides  
a road map to  
solving many  
of our most  
pressing  
crises.**

**“Explosive . . .  
brilliantly  
formulated.”  
—The Wall**

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***Street Journal  
Future Shock  
is the classic  
that changed  
our view of  
tomorrow. Its  
startling  
insights into  
accelerating  
change led a  
president to  
ask his***

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*advisers for a  
special report,  
inspired  
composers to  
write  
symphonies  
and rock  
music, gave a  
powerful new  
concept to  
social science,  
and added a*

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***phrase to our  
language.***

***Published in  
over fifty  
countries,  
Future Shock  
is the most  
important  
study of  
change and  
adaptation in  
our time. In***

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***many ways,  
Future Shock  
is about the  
present. It is  
about what is  
happening  
today to  
people and  
groups who  
are  
overwhelmed  
by change.***

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***Change affects  
our products,  
communities,  
organizations  
—even our  
patterns of  
friendship and  
love. But  
Future Shock  
also  
illuminates the  
world of***



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***tomorrow by  
exploding  
countless  
clichés about  
today. It  
vividly  
describes the  
emerging  
global  
civilization:  
the rise of new  
businesses,***

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***subcultures,  
lifestyles, and  
human relationships—all of  
them  
temporary.  
Future Shock  
will intrigue,  
provoke,  
frighten,  
encourage,  
and, above all,***

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**change  
everyone who  
reads it.**

**Does Silicon  
Valley deserve  
all the credit  
for digital  
creativity and  
social media?  
Joy Rankin  
questions this  
triumphalism**

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*by revisiting a  
pre-PC time  
when schools  
were not the  
last stop for  
mature  
consumer  
technologies  
but flourishing  
sites of  
innovative coll  
aboration—wh*

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*en users  
taught  
computers and  
visionaries  
dreamed of  
networked  
access for all.  
How to Create  
Tech Products  
Customers  
Love  
How to Do*

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Jeff Bezos and  
the Invention  
of a Global  
Empire  
Power,  
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Costs of  
Artificial  
Intelligence  
The Inside**

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and**

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*How do today's  
most*

**successful**

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*tech companies*  
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—Amazon,  
Sanglard,  
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Facebook,  
Netflix,  
Tesla—design,  
develop, and  
deploy the  
products that  
have earned  
the love of  
*literally*



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*billions of*  
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Sanglard  
*people around*  
*the world?*

*Perhaps*  
*surprisingly,*  
*they do it*  
*very*  
*differently*  
*than the vast*  
*majority of*  
*tech*  
*companies. In*

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*INSPIRED,*  
*technology*  
*product*

*management*  
*thought leader*  
*Marty Cagan*  
*provides*  
*readers with a*  
*master class*  
*in how to*  
*structure and*  
*staff a*

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*vibrant and  
successful  
product*

*organization,  
and how to  
discover and  
deliver  
technology  
products that  
your customers  
will love—and  
that will work*

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*for your  
business. With  
sections on  
assembling the  
right people  
and skillsets,  
discovering  
the right  
product,  
embracing an  
effective yet  
lightweight*

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*process, and  
creating a  
strong product  
culture,  
readers can  
take the  
information  
they learn and  
immediately  
leverage it  
within their  
own organizati*

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*ons-dramatical  
ly improving  
their own  
product  
efforts.  
Whether you're  
an early stage  
startup  
working to get  
to  
product/market  
fit, or a*

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*growth-stage  
company  
working to  
scale your  
product  
organization,  
or a large, lo  
ng-established  
company trying  
to regain your  
ability to  
consistently*

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*deliver new  
value for your  
customers,  
INSPIRED will  
take you and  
your product  
organization  
to a new level  
of customer  
engagement,  
consistent  
innovation,*



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*and business  
success.*

*Filled with  
the author's  
own personal  
stories—and  
profiles of  
some of  
today's most-  
successful  
product  
managers and t*

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*technology-  
powered  
product  
companies,  
including  
Adobe, Apple,  
BBC, Google,  
Microsoft, and  
Netflix—INSPIR  
ED will show  
you how to  
turn up the*

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*dial of your  
own product  
efforts,  
creating  
technology  
products your  
customers  
love. The  
first edition  
of INSPIRED,  
published ten  
years ago,*

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*established*  
Read Fabien  
Sanlard  
*itself as the*  
*primary*  
*reference for*  
*technology*  
*product*  
*managers, and*  
*can be found*  
*on the shelves*  
*of nearly*  
*every*  
*successful*

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Best Tech Books I  
*technology*  
*product*  
*company*  
*worldwide.*

*This*  
*thoroughly*  
*updated second*  
*edition shares*  
*the same*  
*objective of*  
*being the most*  
*valuable*

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*resource for  
technology  
product*

*managers, yet  
it is  
completely  
new—sharing  
the latest  
practices and  
techniques of  
today's most-  
successful*

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*tech product  
companies, and  
the men and  
women behind  
every great  
product.*

*How do you  
know when your  
child is ready  
for a  
smartphone?  
Which apps are*

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*the most  
dangerous for  
my 13-year-  
old? What do I  
do if I catch  
my child  
watching porn?  
How do I get  
to a place of  
trusting my  
kid with  
social media?*



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*How do I spot  
signs of  
trouble in my  
kid from their  
use of social  
media? These  
are questions  
parents ask  
every day -  
parents who  
are  
overwhelmed,*

Where To  
Download The  
Best Tech Books I  
*fearful or  
ignorant about  
social media  
and  
technology.  
Parenting in a  
Tech World is  
for parents  
who don't know  
where to start  
with  
addressing the*

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Best Tech Books I  
*use of  
technology in  
their homes.*

*Our book is a  
comprehensive  
resource that  
answers your  
questions, and  
provides you  
with a plan of  
action for  
developing a*

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*relationship  
between you,  
your child and  
technology.  
Our families  
have been  
adversely  
affected by  
technology,  
just like  
yours. Whether  
it's viewing*

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*inappropriate  
material or  
being unable  
to focus on  
anything else.  
We've felt the  
tension of  
needing to use  
technology and  
being  
concerned with  
what our kids*

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Best Tech Books I  
*might stumble  
into online.*

*Also, our  
families have  
been  
positively  
affected by  
technology.*

*Whether  
Facetiming  
with  
grandparents,*

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*chatting with  
friends who  
have moved  
away, or  
playing online  
games among  
siblings,  
we've  
benefitted  
from the  
connection  
that*

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*technology and  
social media  
can bring.*

*Parenting in a  
Tech World  
addresses  
common  
tensions  
surrounding  
tech, and  
provides a  
valuable*



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*perspective on  
how technology  
can't be  
ignored, but  
must be taught  
to be used  
responsibly.  
We break down  
how to talk to  
kids about  
tech, and how  
to teach them*

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*boundaries on  
social media.  
With practical  
tips, real-  
world advice  
from fellow  
parents, and  
helpful  
exercises, we  
walk you  
through how to  
nurture a*

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*healthy  
relationship  
between your  
kid and  
technology by  
the time they  
leave your  
house. From  
hardware to  
new apps, to  
new users, to  
new features,*

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we take a look  
at what you  
need to be  
mindful of  
when  
introducing  
anything to  
your family's  
online  
network. To  
fully equip  
you, we share

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*impactful*  
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Sanglard  
*websites that*  
*provide tools*  
*you can use to*  
*inform*  
*yourself and*  
*develop a tech*  
*infrastructure*  
*for your*  
*family. Though*  
*technology*  
*isn't*

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*inherently  
good or bad,  
it can be used  
either way.  
Through the  
use of  
statistics, we  
show you  
what's going  
on with kids  
and tech. And  
we prove*

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*exactly how  
important it  
is to monitor  
your child's  
technology  
use. Parenting  
in a Tech  
World is your  
guide, from  
start through  
finish, to  
creating a*

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*healthy  
relationship  
with*

*technology  
among your  
family  
members. The  
stakes for  
your child's  
wellbeing and  
safety are too  
high to gloss*



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*over the power  
technology has  
in our  
society. If  
you're looking  
for where to  
begin with  
managing  
technology in  
a healthy way,  
Parenting in a  
Tech World is*

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*that starting*  
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*line.?*  
Sanglard

*The dramatic,  
unlikely story  
behind the  
founding of  
Twitter, by  
New York Times  
bestselling  
author and  
Vanity Fair  
special*

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*correspondent*  
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Sanlard  
*sco-based*  
*technology*  
*company*  
*Twitter has*  
*become a*  
*powerful force*  
*in less than*  
*ten years.*  
*Today it's*  
*everything*

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*from a tool  
for fighting  
political  
oppression in  
the Middle  
East to a  
marketing must-  
have to the  
world's living  
room during  
live TV events  
to President*

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*Trump's  
preferred  
method of*

*communication.*

*It has*

*hundreds of*

*millions of*

*active users*

*all over the*

*world. But few*

*people know*

*that it nearly*

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*fell to pieces*  
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*early on. In  
this rousing  
history that  
reads like a  
novel,  
Hatching  
Twitter takes  
readers behind  
the scenes of  
Twitter's  
early*

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*exponential  
growth,  
following the  
four  
hackers—Ev  
Williams, Jack  
Dorsey, Biz  
Stone, and  
Noah Glass,  
who created  
the cultural  
juggernaut*

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Sanglard

*practically by  
accident. It's  
a drama of  
betrayed  
friendships  
and high-  
stakes power  
struggles over  
money,  
influence, and  
control over a  
company that*



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*was growing  
faster than  
they could  
ever imagine.*

*Drawing on  
hundreds of  
sources,  
documents, and  
internal e-  
mails, Bilton  
offers a  
rarely-seen*

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*glimpse of the  
inner workings  
of technology  
startups,  
venture  
capital, and  
Silicon Valley  
culture.*

*The instant  
New York Times  
bestseller! A  
Wall Street*

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*Journal Best  
Science Book  
of the Year! A  
Popular  
Science Best  
Science Book  
of the Year!  
From a top  
scientist and  
the creator of  
the hugely  
popular web*

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*comic Saturday  
Morning  
Breakfast  
Cereal, a  
hilariously  
illustrated  
investigation  
into future  
technologies  
-- from how to  
fling a ship  
into deep*

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space on the  
cheap to 3D  
organ printing  
What will the  
world of  
tomorrow be  
like? How does  
progress  
happen? And  
why do we not  
have a lunar  
colony

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already? What  
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is the hold-  
Sanglard  
up? In this  
smart and  
funny book,  
celebrated  
cartoonist  
Zach  
Weinersmith  
and noted  
researcher Dr.  
Kelly

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*Weinersmith*

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*give us a  
snapshot of*

*what's coming*

*next -- from*

*robot swarms*

*to nuclear*

*fusion powered-*

*toasters. By*

*weaving their*

*own research,*

*interviews*

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*with the*  
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*scientists who*  
*are making*  
*these advances*  
*happen, and*  
*Zach's*  
*trademark*  
*comics, the*  
*Weinersmiths*  
*investigate*  
*why these*  
*technologies*



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*are needed,  
how they would  
work, and what  
is standing in  
their way. New  
technologies  
are almost  
never the work  
of isolated  
geniuses with  
a neat idea. A  
given future*

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*technology may  
need any  
number of  
intermediate  
technologies  
to develop  
first, and  
many of these  
critical  
advances may  
appear to be  
irrelevant*

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*when they are  
first  
discovered.*

*The journey to  
progress is  
full of  
strange  
detours and  
blind alleys  
that tell us  
so much about  
the human mind*

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and the march  
Read Fabien  
of  
Sanlard  
civilization.

To this end,  
Soonish  
investigates  
ten different  
emerging  
fields, from  
programmable  
matter to  
augmented

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*reality, from  
space  
elevators to  
robotic  
construction,  
to show us the  
amazing world  
we will have,  
you know,  
soonish.  
Soonish is the  
perfect gift*

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*for science  
lovers for the  
holidays!*

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*How a Person*

*Became a User*

*How Google*

*Thinks, Works,  
and Shapes Our*

*Lives*

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*The Power of  
Experiments  
The New New  
Thing: A  
Silicon Valley  
Story  
Breaking Up  
the Boys' Club  
of Silicon  
Valley*

"An entertaining  
romp that tells us

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where and why the tech industry, once America's darling, went wrong, and what it might do to recover its good graces." —Tim Wu, author of *The Master Switch* Buying groceries, tracking our health, finding a date: whatever we want to do, odds are that we can now do



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it online. But few of us realize just how many oversights, biases, and downright ethical nightmares are baked inside the tech products we use every day. It's time we change that.

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industry, leaving those of us on the other side of the screen better prepared to make informed choices about the services we use—and to demand more from the companies behind them. A Wired Top Tech Book of the Year A Fast Company Best

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most respected  
thinkers turns the  
conversation about  
technology on its  
head by viewing  
technology as a  
natural system, an  
extension of  
biological evolution.  
By mapping the  
behavior of life, we  
paradoxically get a  
glimpse at where  
technology is

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headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book

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explores how  
technology gives  
our lives greater  
meaning and is a  
must-read for  
anyone curious  
about the future.

“The most  
interesting book  
ever written about  
Google” (The  
Washington Post)  
delivers the inside  
story behind the

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most successful and  
admired technology  
company of our  
time, now updated  
with a new  
Afterword. Google is  
arguably the most  
important company  
in the world today,  
with such pervasive  
influence that its  
name is a verb. The  
company founded  
by two Stanford

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graduate  
students—Larry Page  
and Sergey

Brin—has become a  
tech giant known  
the world over.

Since starting with  
its search engine,  
Google has moved  
into mobile phones,  
computer operating  
systems, power  
utilities, self-driving  
cars, all while



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remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet

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values such as speed, openness, experimentation, and risk-taking.

Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking

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initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for

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smaller, nimbler  
start-ups. In the Plex  
is the "most  
authoritative...and in  
many ways the most  
entertaining"  
(James Gleick, The  
New York Book  
Review) account of  
Google to date and  
offers "an  
instructive primer  
on how the minds  
behind the world's

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most influential  
internet company  
function" (Richard  
Waters, The Wall  
Street Journal).

The conventional  
wisdom on how  
technology will  
change the future is  
wrong. Mark Mills  
lays out a radically  
different and  
optimistic vision for  
what's really

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coming. The mainstream forecasts fall into three camps. One considers today as the “new normal,” where ordering a ride or food on a smartphone or trading in bitcoins is as good as it’s going to get. Another foresees a dystopian era of

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widespread, digitally driven job- and business-destruction. A third believes that the only technological revolution that matters will be found with renewable energy and electric cars. But according to Mills, a convergence of technologies will

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instead drive an economic boom over the coming decade, one that historians will characterize as the “Roaring 2020s.” It will come not from any single big invention, but from the confluence of radical advances in three primary technology



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domains:

microprocessors,  
materials, and  
machines.

Microprocessors are increasingly embedded in everything.

Materials, from which everything is built, are emerging with novel, almost magical capabilities.

And machines,

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which make and  
move all manner of  
stuff, are

undergoing a  
complementary  
transformation.

Accelerating and  
enabling all of this is  
the Cloud, history's  
biggest  
infrastructure, which  
is itself based on the  
building blocks of  
next-generation

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microprocessors  
and artificial  
intelligence. We've  
seen this pattern  
before. The  
technological  
revolution that  
drove the great  
economic expansion  
of the twentieth  
century can be  
traced to a similar  
confluence, one that  
was first visible in

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the 1920s: a new  
information  
infrastructure  
(telephony), new  
machines (cars and  
power plants), and  
new materials  
(plastics and  
pharmaceuticals).  
Single inventions  
don't drive great,  
long-cycle booms. It  
always takes  
convergent

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revolutions in technology's three core spheres—information, materials, and machines. Over history, that's only happened a few times. We have wrung much magic from the technologies that fueled the last long boom. But the great convergence now

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underway will ignite the 2020s. And this time, unlike any previous historical epoch, we have the Cloud amplifying everything. The next long boom starts now.

A Novel

Lurking

An Inquiry into the  
Intellectual Bedrock  
of Silicon Valley

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Songbird  
Futureproof  
Brotopia

The Exponential Age  
Technology  
scholars declare  
an emergency:  
attention must  
be paid to the  
inequality,  
marginalization,  
and biases woven  
into our

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technological systems. This book sounds an alarm: we can no longer afford to be lulled into complacency by narratives of techno-utopianism, or even techno-neutrality. We should not be reassured by such soothing



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generalities as  
"human error,"

"virtual

reality," or

"the cloud." We

need to realize

that nothing is

virtual:

everything that

"happens

online,"

"virtually," or

"autonomously"

happens offline

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first, and often involves human beings whose labor is deliberately kept invisible. Everything is IRL. In *Your Computer Is on Fire*, technology scholars train a spotlight on the inequality, marginalization,

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and biases woven  
into our  
technological  
systems.

A Winner of  
People  
Magazine's Best  
Books for Fall  
2019. New York  
Times  
bestselling  
authors Barry  
Lyga and Morgan  
Baden have

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teamed up for  
the first time  
to create a  
novel that's  
gripping,  
terrifying and  
more relevant  
every day.

Cassie McKinney  
has always  
believed in the  
Hive. Social  
media used to be  
out of control,

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after all.

People were torn apart by trolls and doxxers.

Even hackers – like Cassie's dad – were powerless against it. But then the Hive came. A better way to sanction people for what they do online.

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Cause trouble,  
get too many  
"condemns," and  
a crowd can come  
after you, teach  
you a lesson in  
real life. It's  
safer, fairer  
and perfectly  
legal. Entering  
her senior year  
of high school,  
filled with  
grief over an

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unexpected loss,  
Cassie is primed  
to lash out.

Egged on by new  
friends, she  
makes an edgy  
joke online.

Cassie doubts  
anyone will  
notice. But the  
Hive notices  
everything. And  
as her viral  
comment whips an

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entire country  
into a frenzy,  
the Hive demands  
retribution. One  
moment Cassie is  
anonymous; the  
next, she's  
infamous. And  
running for her  
life. With  
nowhere to turn,  
she must learn  
to rely on  
herself – and a



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group of Hive  
outcasts who may  
not be reliable  
– as she slowly  
uncovers the  
truth about the  
machine behind  
the Hive.

Sixth-grader  
Emmy tries to  
find her place  
in a new school  
and to figure  
out how she can

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create her own  
kind of music  
using a  
computer.

A Washington  
Post Notable  
Book This New  
York Times  
bestseller is a  
“masterful” (The  
Washington  
Post), “juicy  
tour of the  
company [Jeff]

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Bezos built”  
(The New York  
Times Book  
Review),

revealing the  
most important  
business story  
of our time by  
the bestselling  
author of The  
Everything  
Store. Almost  
ten years ago,  
Bloomberg

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journalist Brad  
Stone captured  
the rise of  
Amazon in his  
bestseller The  
Everything  
Store. Since  
then, Amazon has  
expanded  
exponentially,  
inventing novel  
products like  
Alexa and  
disrupting

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countless  
industries,  
while its  
workforce has  
quintupled in  
size and its  
valuation has  
soared to nearly  
two trillion  
dollars. It's  
almost  
impossible to go  
a day without  
encountering the

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impact of Jeff  
Bezos's Amazon,  
between services  
like Whole  
Foods, Prime  
Video, and  
Amazon's cloud  
computing unit,  
AWS, plus  
Bezos's  
ownership of The  
Washington Post.  
We live in a  
world run,

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supplied, and controlled by Amazon and its iconoclast founder. In Amazon Unbound, Brad Stone presents an “excellent” (The New York Times), deeply reported, vividly drawn portrait of how a retail upstart

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became of the  
most powerful  
and feared  
entities in the  
global economy.  
Stone also  
probes the  
evolution of  
Bezos  
himself—who  
started as a  
geeky  
technologist  
totally devoted



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to building  
Amazon, but who  
transformed to  
become a fit,  
disciplined  
billionaire with  
global  
ambitions, who  
ruled Amazon  
with an iron  
fist, even as he  
found his  
personal life  
splashed over

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the tabloids.

Definitive,

timely, and

“engaging” (Jon

Meacham, author

of *The Soul of*

*America*), Stone

has provided an

unvarnished

portrait of a

man and company

that we couldn't

imagine modern

life without.

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How Algorithms

Took Over Our

Markets, Our

Jobs, and the

World

In the Plex

The Atlas of AI

Capital, Labor,

and Power in the

Age of

Automation

The Everything

Store

Inside the

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Sisterhood  
Shaking Up Tech  
The Technology  
Trap

*Computer  
manufacturing  
is--after cars,  
energy production  
and illegal  
drugs--the largest  
industry in the  
world, and it's one*

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of the last great  
Read Fabien  
Sanlard  
success stories in  
American  
business.

*Accidental  
Empires is the  
trenchant, vastly  
readable history of  
that industry,  
focusing as much  
on the  
astoundingly odd*

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*personalities at its  
core--Steve Jobs,  
Bill Gates, Mitch  
Kapor, etc. and the  
hacker culture they  
spawned as it  
does on the  
remarkable  
technology they  
created. Cringely  
reveals the manias  
and foibles of*

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*these men (they  
are always men)  
with deadpan  
hilarity and  
cogently  
demonstrates how  
their neuroses  
have shaped the  
computer  
business. But  
Cringely gives us  
much more than*

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*high-tech  
voyeurism and  
insider gossip.*

*From the birth of  
the transistor to the  
mid-life crisis of the  
computer industry,  
he spins a  
sweeping, uniquely  
American saga of  
creativity and ego  
that is at once*



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*uproarious,  
shocking and  
inspiring.*

*New York Times  
Bestseller. “A  
superb book. . . .  
[Lewis] makes  
Silicon Valley as  
thrilling and  
intelligible as he  
made Wall Street  
in his best-selling*

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*Liar's*

*Poker.*—*Time In  
the weird glow of*

*the dying*

*millennium,*

*Michael Lewis set*

*out on a safari*

*through Silicon*

*Valley to find the*

*world's most*

*important*

*technology*

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*entrepreneur. He found this in Jim Clark, a man whose achievements include the founding of three separate billion-dollar companies. Lewis also found much more, and the result—the*

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*best-selling book*

*The New New  
Thing—is an*

*ingeniously  
conceived history  
of the Internet  
revolution.*

*A bold exploration  
and call-to-arms  
over the widening  
gap between AI,  
automation, and*

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*big data—and our ability to deal with its effects We are living in the first exponential age. High-tech innovations are created at dazzling speeds; technological forces we barely understand remake*

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*our homes and  
workplaces;  
centuries-old  
tenets of politics  
and economics are  
upturned by new  
technologies. It all  
points to a world  
that is getting  
faster at a dizzying  
pace. Azeem  
Azhar, renowned*

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*technology analyst  
and host of the  
Exponential View  
podcast, offers a  
revelatory new  
model for  
understanding how  
technology is  
evolving so fast,  
and why it  
fundamentally  
alters the world.*

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*He roots his analysis in the idea of an “exponential gap” in which technological developments rapidly outpace our society’s ability to catch up. Azhar shows that this divide explains many problems of*



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*our time—from political polarization to ballooning inequality to unchecked corporate power. With stunning clarity of vision, he delves into how the exponential gap is a near-inevitable*

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*consequence of  
the rise of AI,  
automation, and  
other exponential  
technologies, like  
renewable energy,  
3D printing, and  
synthetic biology,  
which loom over  
the horizon. And  
he offers a set of  
policy solutions*

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*that can prevent  
the growing  
exponential gap  
from fragmenting,  
weakening, or  
even destroying  
our societies. The  
result is a wholly  
new way to think  
about technology,  
one that will  
transform our*

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*understanding of  
the economy,  
politics, and the  
future.*

*The hidden costs  
of artificial  
intelligence, from  
natural resources  
and labor to  
privacy and  
freedom What  
happens when*

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*artificial  
intelligence*

*saturates political  
life and depletes  
the planet? How is  
AI shaping our  
understanding of  
ourselves and our  
societies? In this  
book Kate  
Crawford reveals  
how this planetary*

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*network is fueling a  
shift toward  
undemocratic  
governance and  
increased  
inequality. Drawing  
on more than a  
decade of  
research, award-  
winning science,  
and technology,  
Crawford reveals*

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*how AI is a  
technology of  
extraction: from the  
energy and  
minerals needed to  
build and sustain  
its infrastructure, to  
the exploited  
workers behind  
"automated"  
services, to the  
data AI collects*

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*from us. Rather than taking a narrow focus on code and algorithms, Crawford offers us a political and a material perspective on what it takes to make artificial intelligence and*



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*where it goes  
wrong. While  
technical systems  
present a veneer of  
objectivity, they are  
always systems of  
power. This is an  
urgent account of  
what is at stake as  
technology  
companies use  
artificial*

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*intelligence to  
reshape the world.*

*Inside Apple*

*Technology,*

*Invention,*

*Innovation*

*Billion Dollar Loser*

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*Attention Economy*

*What Technology*

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*Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful of scientists had ever seen. The world's brightest engineers were stymied in their quest to make these machines small and affordable until the solution finally came from two ingenious*

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*young Americans. Jack  
Kilby and Robert Noyce  
hit upon the stunning  
discovery that would  
make possible the  
silicon microchip, a  
work that would  
ultimately earn Kilby  
the Nobel Prize for  
physics in 2000. In this  
completely revised and  
updated edition of The  
Chip, T.R. Reid tells the  
gripping adventure*

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*story of their invention  
and of its growth into a  
global information  
industry. This is the  
story of how the digital  
age began.*

*Discover how 25  
powerful technology  
trends are transforming  
21st century businesses  
How will the latest  
technologies transform  
your business? Future  
Tech Trends in Practice*

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*will give you the  
knowledge of today's  
most important  
technology trends, and  
how to take full  
advantage of them to  
grow your business.  
The book presents 25  
real-world technology  
trends along with their  
potential contributions  
to organisational  
success. You'll learn  
how to integrate*

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*existing advancements  
and plan for those that  
are on the way. In this  
book, best-selling  
author, strategic  
business advisor, and  
respected futurist  
Bernard Marr explains  
the role of technology  
in providing innovative  
businesses solutions for  
companies of varying  
sizes and across  
different industries. He*

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*covers wide-ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in*



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intelligence, including  
machine and deep  
learning The Internet  
of Things and the rise  
of smart devices Self-  
driving cars and  
autonomous drones 3D  
printing and additive  
manufacturing  
Blockchain technology  
Genomics and gene  
editing Augmented,*

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*virtual and mixed  
reality When you  
understand the  
technology trends that  
are driving success,  
now and into the  
future, you'll be better  
positioned to address  
and solve problems  
within your  
organisation.*

**INSIDE APPLE**  
*reveals the secret  
systems, tactics and*

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*leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside. In*

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*this primer on leadership and innovation, the author will introduce readers to concepts like the "DRI" (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual ritual in which 100 up-and-coming executives are tapped a la Skull &*

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*Bones for a secret  
retreat with company  
founder Steve Jobs).*

*Based on numerous  
interviews, the book  
offers exclusive new  
information about how  
Apple innovates, deals  
with its suppliers and is  
handling the transition  
into the Post Jobs Era.*

*Lashinsky, a Senior  
Editor at Large for  
Fortune, knows the*

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*subject cold: In a 2008 cover story for the magazine entitled The Genius Behind Steve: Could Operations Whiz Tim Cook Run The Company Someday he predicted that Tim Cook, then an unknown, would eventually succeed Steve Jobs as CEO. While Inside Apple is ostensibly a deep dive*

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*into one, unique  
company (and its  
ecosystem of suppliers,  
investors, employees  
and competitors), the  
lessons about Jobs,  
leadership, product  
design and marketing  
are universal. They  
should appeal to  
anyone hoping to bring  
some of that Apple  
magic to their own  
company, career, or*

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*creative endeavor.*

*A New York Times,  
USA Today, Wall Street  
Journal, and Amazon  
Charts Bestseller! For  
fans of Hidden Figures,  
comes the incredible  
true story of the women  
heroes who were  
exposed to radium in  
factories across the  
U.S. in the early 20th  
century, and their brave  
and groundbreaking*



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Sergiy  
*battle to strengthen  
workers' rights, even as  
the fatal poison claimed  
their own lives... In the  
dark years of the First  
World War, radium  
makes gleaming  
headlines across the  
nation as the fresh face  
of beauty, and wonder  
drug of the medical  
community. From body  
lotion to tonic water,  
the popular new*

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*element shines bright.*  
*Meanwhile, hundreds*  
*of girls toil amidst the*  
*glowing dust of the*  
*radium-dial factories.*  
*The glittering chemical*  
*covers their bodies from*  
*head to toe; they light*  
*up the night like*  
*industrious fireflies.*  
*With such a coveted*  
*job, these "shining*  
*girls" are the luckiest*  
*alive — until they begin*

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*to fall mysteriously ill. And, until they begin to come forward. As the women start to speak out on the corruption, the factories that once offered golden opportunities ignore all claims of the gruesome side effects. And as the fatal poison of the radium takes hold, the brave shining girls find themselves embroiled in*

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*one of the biggest  
scandals of America's  
early 20th century, and  
in a groundbreaking  
battle for workers'  
rights that will echo for  
centuries to come. A  
timely story of  
corporate greed and the  
brave figures that stood  
up to fight for their  
lives, these women and  
their voices will shine  
for years to come.*

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*Written with a sparkling voice and breakneck pace, The Radium Girls fully illuminates the inspiring young women exposed to the "wonder" substance of radium, and their awe-inspiring strength in the face of almost impossible circumstances. Their courage and tenacity*

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*led to life-changing  
regulations, research  
into nuclear bombing,  
and ultimately saved  
hundreds of thousands  
of lives...*

*Amazon Unbound  
Jeff Bezos and the Age  
of Amazon*

*The 25 Technologies  
that are Driving the 4th  
Industrial Revolution*

*Ten Emerging  
Technologies That'll*

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*Improve and/or Ruin  
Everything*

*How Accelerating*

*Technology is*

*Transforming*

*Business, Politics and*

*Society*

*The Dark Story of*

*America's Shining*

*Women*

*How America's Most*

*Admired--and*

*Secretive--Company*

*Really Works*

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“Jam packed with insights from women in the field,” this is an invaluable career guide for the aspiring or experienced female tech professional (Forbes)  
As the CEO of a startup, Tarah Wheeler is all too familiar with the



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challenges female  
tech professionals  
face on a daily basis.

That ' s why she ' s  
teamed up with other  
high-achieving  
women within the  
field—from  
entrepreneurs and  
analysts to elite  
hackers and  
gamers—to provide a

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roadmap for women  
looking to jump-  
start, or further  
develop, their tech  
career. In an effort to  
dismantle the  
unconscious social  
bias against women in  
the industry, Wheeler  
interviews  
professionals like  
Brianna Wu

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(founder, Giant  
Spacekat), Angie  
Chang (founder,  
Women 2.0), Keren  
Elazari (TED speaker  
and cybersecurity  
expert), Katie  
Cunningham  
(Python educator  
and developer), and  
Miah Johnson  
(senior systems

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administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are interspersed with tech-focused career advice. Readers will learn:

- The secrets of salary negotiation
- The best format for tech

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resumes · How to  
ace a tech interview

· The perks of both  
contracting (W-9)  
and salaried full-time  
work · The secrets  
of mentorship ·

How to start your  
own company ·

And much more

**BONUS**

**CONTENT:** Perfect

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for its audience of  
hackers and coders,  
Women in Tech also  
contains puzzles and  
codes  
throughout—created  
by Mike Selinker  
(Lone Shark Games),  
Gabby Weidling  
(Lone Shark Games),  
and cryptographer  
Ryan “LostboY”

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Clarke—that are love  
letters to women in  
the industry. A  
distinguished  
anonymous  
contributor created  
the Python code for  
the cover of the book,  
which references the  
mother of computer  
science, Ada  
Lovelace. Run the

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code to see what it  
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does!  
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See today's best  
innovations and  
imagine tomorrow's  
big ideas in Super  
Cool Tech. This  
cutting-edge guide  
explores how  
incredible new  
technologies are  
shaping the modern



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world and its future,  
from familiar  
smartwatches to  
intelligent, driverless  
cars. Packed with  
more than 250 full-  
color images, X-rays,  
thermal imaging,  
digital artworks, cross-  
sections, and  
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secrets behind the latest gadgets and gizmos, state-of-the-art buildings, and life-changing technologies. Learn about incredible architectural concepts around the world, such as the Hydropolis Underwater Hotel

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amazing inventions  
and looks ahead to  
the future of  
technology, including  
hologram traffic lights  
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Hotel in space.  
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education initiatives,  
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easy to understand,  
following the history  
of each invention and  
how they impact our  
everyday lives, and  
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design and function  
of each item using  
clear explanations  
and images. Designed  
in DK's signature  
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and understanding  
the latest gadgets and  
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redesigning “ big,  
old ” companies for  
digital success, with  
examples from  
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Mellon, LEGO,  
Philips, USAA, and  
many other global  
organizations. Most  
established

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companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for



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retooling  
organizations for  
digital success. In the  
digital economy,  
rapid pace of change  
in technology  
capabilities and  
customer desires  
means that business  
strategy must be fluid.  
As a result, the  
authors explain,

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business design has become a critical management responsibility.

Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today,

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however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are

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synchronized to  
identify and deliver  
innovative customer  
solutions—and  
redefine strategy.

Digital design, not  
strategy, is what  
separates winners  
from losers in the  
digital economy.

Designed for Digital  
offers practical advice

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on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations.

Drawing on five years of research and in-

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depth case studies,  
the book is an  
essential guide for  
companies that want  
to disrupt rather than  
be disrupted in the  
new digital landscape.  
Five Building Blocks  
of Digital Business  
Success Shared  
Customer Insights  
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Backbone Digital  
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Accountability  
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From FSGO x Logic:  
a Stanford professor's  
spirited dismantling  
of Silicon Valley's  
intellectual origins  
Adrian Daub ' s  
What Tech Calls

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Thinking is a lively dismantling of the ideas that form the intellectual bedrock of Silicon Valley. Equally important to Silicon Valley ' s world-altering innovation are the language and ideas it uses to explain and justify itself. And



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often, those fancy  
new ideas are simply  
old motifs playing  
dress-up in a hoodie.  
From the myth of  
dropping out to the  
war cry of

“ disruption, ”

Daub locates the  
Valley ’ s supposedly  
original, radical  
thinking in the ideas

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of Heidegger and  
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Ayn Rand, the New  
Sapclard  
Age Esalen  
Foundation in Big  
Sur, and American  
traditions from the  
tent revival to  
predestination.  
Written with verve  
and imagination,  
What Tech Calls  
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intellectual refutation  
of Silicon Valley's  
ethos, pulling back  
the curtain on the self-  
aggrandizing myths  
the Valley tells about  
itself. FSG Originals  
× Logic dissects the  
way technology  
functions in everyday  
lives. The titans of  
Silicon Valley, for all

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their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech 's reckless pursuit of progress, have shown as much. We present an alternate story,

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one that delights in  
capturing technology  
in all its

contradictions and  
innovation, across  
borders and  
socioeconomic  
divisions, from  
history through the  
future, beyond  
platitudes and PR  
hype, and past doom

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and gloom. Our  
collaboration features  
four brief but  
provocative forays  
into the tech  
industry ' s many  
worlds, and aspires to  
incite fresh  
conversations about  
technology focused  
on nuanced and  
accessible

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explorations of the  
emerging tools that  
reorganize and  
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Convergence of New  
Technologies Will  
Unleash the Next  
Economic Boom and  
A Roaring 2020s  
Facebook

“ A concise,  
insightful and  
sophisticated guide  
to maintaining  
humane values in  
an age of new



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machines.” –The  
New York Times  
Book Review “While  
we need to rewrite  
the rules of the  
twenty-first-century  
economy, Kevin ’ s  
book is a great look  
at how people can  
do this on a  
personal level to  
always put humanity  
first.” –Andrew

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Yang You are being automated. After decades of hype and sci-fi fantasies, artificial intelligence is leaping out of research labs and into the center of our lives.

Automation doesn't just threaten our jobs. It shapes our entire human

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experience, with AI and algorithms influencing the TV shows we watch, the music we listen to, the beliefs we hold, and the relationships we form. And while the age-old debate over whether automation will destroy jobs rages on, an even

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more important  
question is being  
ignored: How can  
we be happy,  
successful humans  
in a world that is  
increasingly built by  
and for machines?  
In Futureproof: 9  
Rules for Humans in  
the Age of  
Automation, New  
York Times

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technology

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columnist Kevin

Sanglard

Roose lays out a hopeful, pragmatic vision for how we can thrive in the age of AI and automation. He shares the secrets of people and organizations that have survived previous waves of

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technological  
change, and  
explains what skills  
are necessary to  
stay ahead of  
today ' s intelligent  
machines, with  
lessons like • Be  
surprising, social,  
and scarce. • Resist  
machine drift. •  
Leave handprints. •  
Demote your

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devices. • Treat AI  
like a chimp army.

Roose rejects the  
conventional  
wisdom that in order  
to succeed in the AI  
age, we have to  
become more like  
machines ourselves  
—hyper-efficient,  
data-driven  
workhorses.

Instead, he says, we

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should focus on  
being more human,  
and doing the kinds  
of creative,  
inspiring, and  
meaningful things  
even the most  
advanced robots  
can ' t do.

How the history of  
technological  
revolutions can help  
us better



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understand  
economic and  
political polarization  
in the age of  
automation The  
Technology Trap is  
a sweeping account  
of the history of  
technological  
progress and how it  
has radically shifted  
the distribution of  
economic and

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political power  
among society ' s  
members. As Carl  
Benedikt Frey  
shows, the Industrial  
Revolution created  
unprecedented  
wealth and  
prosperity over the  
long run, but the  
immediate  
consequences of  
mechanization were

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devastating. Middle-income jobs withered, wages stagnated, the labor share of income fell, profits surged, and economic inequality skyrocketed. These trends broadly mirror those in our current age of automation. But, just as the Industrial

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eventually brought about extraordinary benefits for society, artificial intelligence systems have the potential to do the same. The Technology Trap demonstrates that in the midst of another technological revolution, the

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lessons of the past  
can help us to more  
effectively face the  
present.

Instant National  
Bestseller A PBS  
NewsHour-New  
York Times Book  
Club Pick!

"Excellent." --San  
Francisco Chronicle

"Brotopia is more  
than a business

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book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia (or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For

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women in tech,  
Silicon Valley is not  
a fantasyland of  
unicorns, virtual  
reality rainbows,  
and 3D-printed  
lollipops, where  
millions of dollars  
grow on trees. It's a  
"Brotopia," where  
men hold all the  
cards and make all  
the rules. Vastly

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outnumbered,  
women face toxic  
workplaces rife with  
discrimination and  
sexual harassment,  
where investors  
take meetings in hot  
tubs and network at  
sex parties. In this  
powerful expos é ,  
Bloomberg TV  
journalist Emily  
Chang reveals how



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Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil! Connect the World!)--and how women are finally starting to speak out and fight back.

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Drawing on her deep network of Silicon Valley insiders, Chang opens the boardroom doors of male-dominated venture capital firms like Kleiner Perkins, the subject of Ellen Pao's high-profile gender discrimination

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lawsuit, and

Sequoia, where a  
partner once

famously said they  
"won't lower their  
standards" just to  
hire women.

Interviews with

Facebook COO

Sheryl Sandberg,

YouTube CEO

Susan Wojcicki, and

former Yahoo! CEO

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Marissa Mayer--who got their start at Google, where just one in five engineers is a woman--reveal just how hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler,

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entrepreneur

Niniane Wang, and  
game developer

Brianna Wu, have  
risked their careers  
and sometimes their  
lives to pave a way  
for other women.

Silicon Valley's  
aggressive,  
misogynistic, work-  
at-all costs culture  
has shut women out

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of the greatest  
wealth creation in  
the history of the  
world. It's time to  
break up the boys'  
club. Emily Chang  
shows us how to fix  
this toxic culture--to  
bring down  
Brotopia, once and  
for all.

They are  
Microserfs—six

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code-crunching  
computer whizzes  
who spend upward  
of sixteen hours a  
day "coding" and  
eating "flat" foods  
(food which, like  
Kraft singles, can be  
passed underneath  
closed doors) as  
they fearfully scan  
company e-mail to  
learn whether the

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great Bill is going to  
"flame" one of them.

But now there's a  
chance to become  
innovators instead  
of cogs in the  
gargantuan  
Microsoft machine.  
The intrepid  
Microserfs are  
striking out on their  
own—living together  
in a shared digital



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flophouse as they desperately try to cultivate well-rounded lives and find love amid the dislocated, subhuman whir and buzz of their computer-driven world.

Microserfs

Hatching Twitter

The Cloud

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Revolution

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Your Computer Is  
Sanglard  
on Fire

Soonish

Future Shock

Take Your Career to  
the Next Level with  
Practical Advice and  
Inspiring Stories

A concise but wide-  
ranging personal  
history of the

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internet from—for  
the first time—the  
point of view of the  
user In a  
shockingly short  
amount of time,  
the internet has  
bound people  
around the world  
together and torn  
us apart and  
changed not just

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the way we  
communicate but  
who we are and  
who we can be. It  
has created a new,  
unprecedented  
cultural space that  
we are all a part  
of—even if we  
don't participate,  
that is how we  
participate—but by

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which we're continually surprised, betrayed, enriched, befuddled. We have churned through platforms and technologies and in turn been churned by them.

And yet, the

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internet is us and  
always has been.

In *Lurking*, Joanne  
McNeil digs deep  
and identifies the  
primary (if  
sometimes  
contradictory)  
concerns of people  
online: searching,  
safety, privacy,  
identity,

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community,  
anonymity, and  
visibility. She

charts what it is  
that brought  
people online and  
what keeps us  
here even as the  
social equations of  
digital life—what  
we're made to  
trade, knowingly or

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otherwise, for the benefits of the internet—have shifted radically beneath us. It is a story we are accustomed to hearing as tales of entrepreneurs and visionaries and dynamic and powerful



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corporations, but there is a more profound, intimate story that hasn't yet been told.

Long one of the most incisive, ferociously intelligent, and widely respected cultural critics online, McNeil

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here establishes a singular vision of who we are now, tells the stories of how we became us, and helps us start to figure out what we do now.

A Wall Street  
Journal Business  
Bestseller "Vivid,  
carefully reported

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drama that readers  
will gulp down as if  
it were a fast-

paced novel" (Ken  
Auletta) The inside  
story of WeWork  
and its CEO,  
Adam Neumann,  
which tells the  
remarkable saga  
of one of the most  
audacious, and

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improbable, rises  
and falls in  
American business  
history In its  
earliest days,  
WeWork promised  
the impossible: to  
make the  
American work  
place cool. Adam  
Neumann, an  
immigrant

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determined to make his fortune in the United States, landed on the idea of repurposing surplus New York office space for the burgeoning freelance class.

Over the course of ten years, WeWork attracted billions of

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dollars from some  
of the most sought-  
after investors in  
the world, while  
spending it to build  
a global real estate  
empire that he  
insisted was much  
more than that: an  
organization that  
aspired to nothing  
less than

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"elevating the  
world's  
consciousness."

Moving between  
New York real  
estate, Silicon  
Valley venture  
capital, and the  
very specific force  
field of spirituality  
and ambition  
erected by Adam

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Neumann himself,  
Billion Dollar Loser  
lays bare the

internal drama  
inside WeWork.

Based on more  
than two hundred  
interviews, this  
book chronicles  
the breakneck  
speed at which  
WeWork's CEO



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built and grew his company along with Neumann's relationship to a world of investors, including Masayoshi Son of Softbank, who fueled its chaotic expansion into everything from apartment

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buildings to  
elementary  
schools.

Culminating in a  
day-by-day  
account of the five  
weeks leading up  
to WeWork's  
botched IPO and  
Neumann's  
dramatic ouster,  
Wiedeman

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exposes the story  
of the company's  
desperate attempt  
to secure the  
funding it needed  
in the final  
moments of a  
decade defined by  
excess. Billion  
Dollar Loser is the  
first book to  
indelibly capture

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the highly  
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leveraged, all-blue-  
sky world of  
American business  
in President  
Trump's first term,  
and also offers a  
sober reckoning  
with its fallout as a  
new era begins.

\*\* A New York  
Times Bestseller \*\*

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Library "A

complex, smart  
and ambitious

book that at first  
reads like a self-  
help manual, then  
blossoms into a  
wide-ranging  
political

manifesto."—Jona  
h Engel Bromwich,  
The New York

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Times Book  
Review One of  
President Barack  
Obama's "Favorite  
Books of 2019"  
Porchlight's  
Personal  
Development &  
Human Behavior  
Book of the Year  
In a world where  
addictive

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technology is  
designed to buy  
and sell our  
attention, and our  
value is  
determined by our  
24/7 data  
productivity, it can  
seem impossible  
to escape. But in  
this inspiring field  
guide to dropping



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out of the attention economy, artist and critic Jenny Odell shows us how we can still win back our lives. Odell sees our attention as the most precious—and overdrawn—resource we have. And we

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must actively and continuously choose how we use it. We might not spend it on things that capitalism has deemed important ... but once we can start paying a new kind of attention, she

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writes, we can undertake bolder forms of political action, reimagine humankind's role in the environment, and arrive at more meaningful understandings of happiness and progress. Far from

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the simple anti-  
technology screed,  
or the back-to-  
nature meditation  
we read so often,  
How to do Nothing  
is an action plan  
for thinking outside  
of capitalist  
narratives of  
efficiency and tech  
no-determinism.

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Provocative,  
timely, and utterly  
persuasive, this  
book will change  
how you see your  
place in our world.  
One of the Best  
Technology Books  
of 2020—Financial  
Times “Levy’s all-  
access Facebook  
reflects the

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reputational swan  
dive of its subject.

... The result is  
evenhanded and  
devastating.”—Sa  
n Francisco  
Chronicle “[Levy’s]  
evenhanded  
conclusions are  
still damning.”—Re  
ason “[He] doesn’t  
shy from asking

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the tough  
questions.”—The  
Washington Post  
“Reminds you the  
HBO show Silicon  
Valley did not have  
to reach far for its  
satire.”—NPR.org

The definitive  
history, packed  
with untold stories,  
of one of

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America's most  
controversial and  
powerful

companies:

Facebook As a  
college

sophomore, Mark  
Zuckerberg

created a simple  
website to serve  
as a campus social  
network. Today,



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Facebook is nearly  
unrecognizable  
from its first,  
modest iteration.  
In light of recent  
controversies  
surrounding  
election-  
influencing “fake  
news” accounts,  
the handling of its  
users’ personal

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data, and growing  
discontent with the  
actions of its  
founder and  
CEO—who has  
enormous power  
over what the  
world sees and  
says—never has a  
company been  
more central to the  
national

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conversation.

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Millions of words  
have been written  
about Facebook,  
but no one has  
told the complete  
story, documenting  
its ascendancy  
and missteps.

There is no  
denying the power  
and omnipresence

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of Facebook in  
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American daily life,  
or the imperative  
of this book to  
document the  
unchecked power  
and shocking  
techniques of the  
company, from  
growing at all costs  
to outmaneuvering  
its biggest rivals to

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acquire WhatsApp  
and Instagram, to  
developing a  
platform so  
addictive even  
some of its own  
are now beginning  
to realize its  
dangers. Based on  
hundreds of  
interviews from  
inside and outside

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Facebook, Levy's  
sweeping narrative  
of incredible  
entrepreneurial  
success and  
failure digs deep  
into the whole  
story of the  
company that has  
changed the world  
and reaped the  
consequences.

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account of the rise  
of Amazon and its  
intensely driven  
founder, Jeff Bezos,



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praised by the  
Seattle Times as  
"the definitive  
account of how a  
tech icon came to  
life." Amazon.com  
started off  
delivering books  
through the mail.  
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being a bookseller.

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He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's

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unprecedented  
access to current  
and former Amazon  
employees and  
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depth, fly-on-the-  
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other elite

innovators -- Jobs,  
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-- Bezos is a private  
man. But he stands  
out for his restless  
pursuit of new  
markets, leading  
Amazon into risky  
new ventures like  
the Kindle and  
cloud computing,

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manufacturing. The  
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the revealing,  
definitive  
biography of the  
company that  
placed one of the  
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and forever  
changed the way  
we shop and read.

The rousing story of  
the last gasp of  
human agency and  
how today ' s best  
and brightest  
minds are  
endeavoring to put  
an end to it. It used  
to be that to  
diagnose an illness,

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interpret legal documents, analyze foreign policy, or write a newspaper article you needed a human being with specific skills—and maybe an advanced degree or two.

These days, high-level tasks are increasingly being handled by

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algorithms that can do precise work not only with speed but also with nuance.

These “bots” started with human programming and logic, but now their reach extends beyond what their creators ever expected. In this fascinating,



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frightening book,  
Christopher Steiner  
tells the story of  
how algorithms  
took over—and  
shows why the

“ bot revolution ”  
is about to spill into  
every aspect of our  
lives, often silently,  
without our  
knowledge. The

May 2010 “ Flash

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Crash ” exposed Wall Street ’ s reliance on trading bots to the tune of a 998-point market drop and \$1 trillion in vanished market value. But that was just the beginning. In Automate This, we meet bots that are driving cars, penning haiku, and

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writing music

mistaken for

Bach 's. They listen

in on our customer

service calls and

figure out what Iran

would do in the

event of a nuclear

standoff. There are

algorithms that can

pick out the most

cohesive crew of

astronauts for a

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space mission or  
identify the next  
Jeremy Lin. Some  
can even ingest  
statistics from  
baseball games and  
spit out pitch-  
perfect sports  
journalism  
indistinguishable  
from that produced  
by humans. The  
interaction of man

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and machine can  
make our lives  
easier. But what will  
the world look like  
when algorithms  
control our  
hospitals, our roads,  
our culture, and our  
national security?  
What happens to  
businesses when  
we automate  
judgment and

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eliminate human  
instinct? And what  
role will be left for  
doctors, lawyers,  
writers, truck  
drivers, and many  
others? Who  
knows—maybe  
there ' s a bot  
learning to do your  
job this minute.

Pulitzer Prize  
winner Tracy Kidder

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memorably records the drama, comedy, and excitement of one company's efforts to bring a new microcomputer to market. Computers have changed since 1981, when The Soul of a New Machine first examined the

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culture of the  
computer  
revolution. What  
has not changed is  
the feverish pace of  
the high-tech  
industry, the go-for-  
broke approach to  
business that has  
caused so many  
computer  
companies to win  
big (or go belly up),



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and the cult of  
pursuing mind-  
bending

technological  
innovations. The  
Soul of a New  
Machine is an  
essential chapter in  
the history of the  
machine that  
revolutionized the  
world in the  
twentieth century.

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Companies all over the world are being buffeted by new technologies, disruptive business models and start-up innovation.

Business leaders know that they need to adopt these new technologies like blockchain, artificial

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intelligence and  
Internet of things,  
and transform their  
companies using  
them to keep pace  
with rapid customer  
and business  
environment  
changes. Therefore,  
there is an urgent  
need to understand  
the basic principles  
of digital

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transformation and the technology forces that enable this shift. The Tech Whisperer, as the name suggests, demystifies and simplifies emerging technologies like AI, blockchain, Internet of things, virtual reality, etc. and narrates how

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companies can  
employ these to  
drive their digital  
transformation.

Jaspreet Bindra has  
been a leading  
practitioner and  
thought leader in  
digital  
transformation and  
technology. In his  
first book, he gives  
an engaging and

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forward-looking practitioner's view which can help business leaders, entrepreneurs and anyone looking to understand digital transformation and technology, and leverage them for their future success.

A True Story of  
Money, Power,

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Sanjard

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Betrayal  
Technically Wrong:  
Sexist Apps, Biased  
Algorithms, and  
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of Computing in the

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Sanglard