

Measure What Matters Okrs The Simple Idea That Drives 10x Growth | 8b60e2100853ca801c8a8a39ad2847e3

Insanely SimpleThe AllianceWhat are OKRs?Business StrategyPractical Performance MeasurementMeasure What MattersWork Rules!The Start-up of YouPowerfulThe Second Bounce Of The BallMeasure What MattersTake Me to the SourceSummary & Analysis of Measure What MattersOnly the Paranoid SurviveGood to Great30 Lessons for LovingWorkSummary of Measure What MattersDancing BearsSummary of Measure What Matters by John DoerrGorillas in the MistThe Space BaronsLead Your Tribe, Love Your WorkConsultative SellingThe Hard Thing About Hard ThingsHigh-Output ManagementToo Much and Not the MoodProduct Roadmaps RelaunchedThe Ultimate Question 2.0 (Revised and Expanded Edition)Playing to WinMeasure What MattersObjectives + Key Results (OKR) Leadership;Scaling LeanObjectives and Key ResultsCross CountryI Love Capitalism!Lessons of a Lipstick QueenDomain-driven DesignRadical FocusMeasure What Matters

Insanely Simple

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

The Alliance

Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term decisions.

What are OKRs?

An account of people in formerly Communist countries holding fast to their former lives.

Business Strategy

On April 11, 1931, Virginia Woolf ended her entry in A Writer's Diary with the words "too much and not the mood." She was describing how tired she was of correcting her own writing, of the "cramming in and the cutting out" to please other readers, wondering if she had anything at all that was truly worth saying. The character of that sentiment, the attitude of it, inspired Durga Chew-Bose to write and collect her own work. The result is a lyrical and piercingly insightful collection of essays and her own brand of essay-meets-prose poetry about identity and culture. Inspired by Maggie Nelson's Bluets, Lydia Davis's short prose, and Vivian Gornick's exploration of interior life, Chew-Bose captures the inner restlessness that keeps her always on the brink of creative expression. Too Much and Not the Mood is a beautiful and surprising exploration of what it means to be a first-generation, creative young woman working today.

Practical Performance Measurement

The effectiveness of a good strategy well implemented determines a business' future success or failure. Yet history is full of strategic decisions, big and small, that were ill-conceived, poorly organized and consequently disastrous. This updated guide looks at the whole process of strategic decision-making, from vision, forecasting, and resource allocation, through to implementation and innovation. Strategy is about understanding where you are now, where you are heading and how you will get there. There is no room for timidity or confusion. Although the CEO and the board decide a company's overall direction, it is the managers at all levels of the organization who will determine how the vision can be transformed into action. In short, everyone is involved in strategy. But getting it right involves difficult choices: which customers to target, what products to offer, and the best way to keep costs low and service high. And constantly changing business conditions inevitably bring risks. Even after business strategy has been developed, a company must remain nimble and alert to change, and view strategy as an ongoing and evolving process. The message of this guide is simple: strategy matters, and getting it right is fundamental to business success.

Measure What Matters

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, Powerful: Building a Culture of Freedom and Responsibility, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. Powerful will change how you think about work and the way a business should be run.

Work Rules!

New York Times Bestseller Iconoclastic entrepreneur and New York legend Ken Langone tells the compelling story of how a poor boy from Long Island became one of America's most successful businessmen. Ken Langone has seen it all on his way to a net worth beyond his wildest dreams. A pillar of corporate America for decades, he's a co-founder of Home Depot, a former director of the New York Stock Exchange, and a world-class philanthropist (including \$200 million for NYU's Langone Health). In this memoir he finally tells the story of his unlikely rise and controversial career. It's also a passionate defense of the American Dream -- of preserving a country in which any hungry kid can reach the maximum potential of his or her talents and work ethic. In a series of fascinating stories, Langone shows how he struggled to get an education, break into Wall Street, and scramble for an MBA at night while competing with privileged competitors by day. He shares how he

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learned how to evaluate what a business is worth and apply his street smarts to 8-figure and 9-figure deals . And he's not shy about discussing, for the first time, his epic legal and PR battle with former NY Governor Eliot Spitzer. His ultimate theme is that free enterprise is the key to giving everyone a leg up. As he writes: This book is my love song to capitalism. Capitalism works! And I'm living proof -- it works for everybody. Absolutely anybody is entitled to dream big, and absolutely everybody should dream big. I did. Show me where the silver spoon was in my mouth. I've got to argue profoundly and passionately: I'm the American Dream.

The Start-up of You

INSTANT NEW YORK TIMES BESTSELLER 'I'd recommend John's book for anyone interested in becoming a better manager', Bill Gates 'Management magic.Measure What Matters is a must read for anyone motivated to improve their organization' - Former Vice President Al Gore, chairman of the Climate Reality Project 'Measure What Matters shows how any organization or team can aim high, move fast, and excel' , Sheryl Sandberg, Facebook COO and founder of LeanIn.org and OptionB.org 'Measure What Matters deserves to be fully embraced by every person responsible for performance in any walk of life' - Jim Collins, author of Good to Great 'In this indispensable book, the most important venture capitalist of our era reveals a key to business innovation and success - Walter Isaacson, author of Steve Jobs and The Innovators 'Measure What Matters takes you behind the scenes for the creation of Intel's powerful OKR system - one of Andy Grove's finest legacies' - Gordon Moore, cofounder and former chairman of Intel ----- The revolutionary movement behind the explosive growth of Intel, Google, Amazon and Uber. With a foreword by Larry Page, and contributions from Bono and Bill Gates. Measure What Matters is about using Objectives and Key Results (OKRs), a revolutionary approach to goal-setting, to make tough choices in business. In 1999, legendary venture capitalist John Doerr invested nearly \$12 million in a startup that had amazing technology, entrepreneurial energy and sky-high ambitions, but no real business plan. Doerr introduced the founders to OKRs and with them at the foundation of their management, the startup grew from forty employees to more than 70,000 with a market cap exceeding \$600 billion. The startup was Google. Since then Doerr has introduced OKRs to more than fifty companies, helping tech giants and charities exceed all expectations. In the OKR model objectives define what we seek to achieve and key results are how those top priority goals will be attained. OKRs focus effort, foster coordination and enhance workplace satisfaction. They surface an organization's most important work as everyone's goals from entry-level to CEO are transparent to the entire institution. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will show you how to collect timely, relevant data to track progress - to measure what matters. It will help any organization or team aim high, move fast, and excel. ----- John Doerr joined Kleiner Perkins Caufield & Byers in 1980 and has since backed some of the world's most successful entrepreneurs and companies, such as Google, Zynga and Amazon. John serves on the boards of Google, Zynga and Amyris. He also led KPCB's investment in Twitter. He is a member of the American Academy of Arts and Sciences, and was a member of U.S. President Barack Obama's Council on Jobs and Competitiveness.

Powerful

This book cuts through the corporate buzzwords and actually answers What are OKRs? and how you can get started and implement the methodology.

The Second Bounce Of The Ball

The historic quest to rekindle the human exploration and colonization of space led by two rivals and their vast fortunes, egos, and visions of space as the next entrepreneurial frontier The Space Barons is the story of a group of billionaire entrepreneurs who are pouring their fortunes into the epic resurrection of the American space program. Nearly a half-century after Neil Armstrong walked on the moon, these Space Barons-most notably Elon Musk and Jeff Bezos, along with Richard Branson and Paul Allen-are using Silicon Valley-style innovation to dramatically lower the cost of space travel, and send humans even further than NASA has gone. These entrepreneurs have founded some of the biggest brands in the world-Amazon, Microsoft, Virgin, Tesla, PayPal-and upended industry after industry. Now they are pursuing the biggest disruption of all: space. Based on years of reporting and exclusive interviews with all four billionaires, this authoritative account is a dramatic tale of risk and high adventure, the birth of a new Space Age, fueled by some of the world's richest men as they struggle to end governments' monopoly on the cosmos. The Space Barons is also a story of rivalry-hard-charging startups warring with established contractors, and the personal clashes of the leaders of this new space movement, particularly Musk and Bezos, as they aim for the moon and Mars and beyond.

Measure What Matters

Andy Grove, founder and former CEO of Intel shares his strategy for success as he takes the reader deep inside the workings of a major company in Only the Paranoid Survive. Under Andy Grove's leadership, Intel became the world's largest chip maker and one of the most admired companies in the world. In Only the Paranoid Survive, Grove reveals his strategy for measuring the nightmare moment every leader dreads--when massive change occurs and a company must, virtually overnight, adapt or fall by the wayside--in a new way. Grove calls such a moment a Strategic Inflection Point, which can be set off by almost anything: mega-competition, a change in regulations, or a seemingly modest change in technology. When a Strategic Inflection Point hits, the ordinary rules of business go out the window. Yet, managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever. Grove underscores his message by examining his own record of success and failure, including how he navigated the events of the Pentium flaw, which threatened Intel's reputation in 1994, and how he has dealt with the explosions in growth of the Internet. The work of a lifetime, Only the Paranoid Survive is a classic of managerial and leadership skills.

Take Me to the Source

Ben Horowitz, cofounder of Andreessen Horowitz and one of Silicon Valley's most respected and experienced entrepreneurs, offers essential advice on building and running a startup—practical wisdom for managing the toughest problems business school doesn't cover, based on his popular ben's blog. While many people talk about how great it is to start a business, very few are honest about how difficult it is to run one. Ben Horowitz analyzes the problems that confront leaders every day, sharing the insights he's gained developing, managing, selling, buying, investing in, and supervising technology companies. A lifelong rap fanatic, he amplifies business lessons with lyrics from his favorite songs, telling it straight about everything from firing friends to poaching competitors, cultivating and sustaining a CEO mentality to knowing the right time to cash in. Filled with his trademark humor and straight talk, The Hard Thing About Hard Things is invaluable for veteran entrepreneurs as well as those aspiring to their own new ventures, drawing from Horowitz's personal and often humbling experiences.

Summary & Analysis of Measure What Matters

Wanna Read But Not Enough Time? Then, grab a SpeedyReads of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr now! Here's a sample of what you'll see in this book: Summary of Measure What Matters Objectives and key results or OKRs refer to a process that assists in moving organizations ahead. OKRs offer visibility and enable pushing back while staying fruitful. OKRs have helped Google accomplish 10-times growth several times and made it possible for Google to arrange information all over the globe. They have also made it possible for Google's workers to work accurately. *this is an unofficial summary of Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr. It is not endorsed, affiliated by Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs or John Doerr. It is not the full book. Download And Start

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Only the Paranoid Survive

AXIOM AWARD WINNER IN LEADERSHIP In *Lead Your Tribe, Love Your Work*, Piyush Patel offers an insider's perspective on how to unify your team around a common purpose by uncovering your core values and transforming your culture. With over 20 years of entrepreneurial experience, Piyush has discovered that—while leaders can provide opportunities—real culture comes from the heart. Using real-life examples and practical takeaways, *Lead Your Tribe, Love Your Work* is the ultimate guide to creating a tribe to lead and a workplace you love. Piyush challenges readers to rethink their current paths, unveiling:

- The business-owner wake-up call: How to tell when your company culture is failing and what to do to fix it
- The key to employee retention is BAM—Belonging, Affirmation, and Meaning
- Secrets to successful onboarding: How to make new employees feel like they already belong
- Constructive “uncomfortable” conversations: Tips for getting positive results from conflict
- Four questions to ask your employees to get a pulse on your company's culture
- When successful businesses happen to poor leaders: Identify negative initiatives and reshape your company before it's too late
- How to spot the difference between 'real' and 'faux' culture: Why a company with perks can still be toxic

As a business owner or leader, *Lead Your Tribe, Love Your Work* will challenge you to take control of your culture and create a thriving company that's built for longevity.

Good to Great

Based on the most detailed survey of long-married people ever conducted, the author of *30 Lessons for Living* presents sage advice from the oldest and wisest Americans that aims to enrich anyone's relationship life.

30 Lessons for Loving

Work

Everything you need to implement Objectives and Key Results (OKRs) effectively Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each team focuses their efforts to make measurable progress on their most important goals. You'll learn how OKRs came to be and how leading companies use them every day to help teams and employees stretch their thinking about what's possible, build their goal-setting muscles and achieve results that reflect their full potential. From the basic framework to a detailed dissection of best practices, this informative guide walks you through real-world implementations to help you get the most out of OKRs. OKRs help employees work together, focus effort, and drive the organization forward. Key results are used to define what it means to achieve broad, qualitative goals, and imperatives like “do it better” are transformed into clear, measurable markers. From the framework's inception in the 1980s to its popularity in today's hyper-competitive environment, OKRs make work more engaging and feature frequent feedback cycles that enable workers to see the progress they make at work each and every day. This book shows you everything you need to know to implement OKRs effectively. Understand the basics of OKRs and their day-to-day use Learn how to gain the executive support critical to a successful implementation Maintain an effective program with key assessment tips Tailor the OKRs framework to your organization's needs Objectives and Key Results is your key resource for designing, planning, implementing, and maintaining your OKRs program for sustainable company-wide success.

Summary of Measure What Matters

In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company's future: “Would you recommend us to a friend?” By asking customers this question, you identify detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital metric: your Net Promoter Score. Since the book was first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld, with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld:

- Defines the fundamental concept of Net Promoter, explaining its connection to your company's growth and sustained success
- Presents the closed-loop feedback process and demonstrates its power to energize employees and delight customers
- Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business

Practical and insightful, *The Ultimate Question 2.0* provides a blueprint for long-term growth and success.

Dancing Bears

*PLEASE NOTE: This concise summary is unofficial and is not authorized, approved, licensed, or endorsed by the original book's publisher or author.*Short on time? Or maybe you've already read the book, but need a refresh on the most important takeaways. In a quick, easy listen, you can take the main principles from *Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs!* John Doerr spells out the recipe for efficiency in corporations by using objectives and key results. A seasoned pro, Doerr traces on his history with OKRs and uses several examples from case studies by people who have implemented his system of utilizing OKRs. What unrolls is this: a great story and mission aren't the only keys to success; having a structured, transparent way of creating goals aligns a company and drives them to better performance. Doerr uses several case studies from tech companies, and even a musician, to present how OKRs changed their missions from being visions into reality.

Summary of Measure What Matters by John Doerr

“Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong, “--Amazon.com.

Gorillas in the Mist

A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and

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buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting

The Space Barons

'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

Lead Your Tribe, Love Your Work

How do you inspire a diverse team to work together, going all out in pursuit of a single, challenging goal? How do you get your team to commit to bold goals? How do you stay motivated despite setbacks and disappointments? And what do you do when it looks like you're headed for failure? In Radical Focus, Christina Wodtke combines her hard earned experience as an executive at Zynga, LinkedIn and many of Silicon Valley's hottest companies to answer those questions. It's not about to-do lists and accountability charts. It's about creating a framework for regular check-ins, key results, and most of all, the beauty of a good fail - and how to take a temporary disaster and turn it into a future success. In this book, Wodtke takes you through the fictional case study of Hanna and Jack, who are struggling to survive in their own startup. They fight shiny object syndrome, losing focus, and dealing with communication issues. After hard lessons, they learn the practical steps they need to do what must be done. The second half of the book demonstrates how to use Objectives and Key Results (OKRs) to help teams realize big goals in a methodical way, leaving nothing to chance. Laid out in a practical but compelling way, she makes the lessons of Hanna and Jack's story clear and actionable. Ready to move your team in the right direction? Read this, and learn the system of creating your focus - and finding success.

Consultative Selling

In 2017, professional runner Rickey Gates ran 3,700 miles across the continental United States with just a small backpack and an anthropologist's curiosity to discover the divided America in which we live. In the book Cross Country, Gates documents this epic experience from South Carolina to San Francisco, sharing first-person essays, interviews, and over 200 photographs of the ordinary and extraordinary people and places he saw along the way. While Gates delivers unparalleled insight into the extreme athletic and mental challenge of this transcontinental run, running is not the core focus of Cross Country—it is a story of the remarkable people across the United States who we would otherwise never meet. • A photographic travelogue that follows along Rickey Gates's run across the country, and the individuals who live in it • Filled with portraits, landscapes, and collages of towns and communities that most people have never seen • From South Carolina to San Francisco, the five-month-long run covers 3,700 miles of hiking trails, rivers, and roads. Gates slept in the rain, carried meager possessions on his back, ran through the night, endured mental and physical challenges, and survived on a staple of gas station hot dogs and Pop Tarts. Delivering a patchwork portrait of America, Gates's captivating story captures the spirit of our country—that grit, determination, and compassion are qualities that can unite us all. • Perfect book for runners, hikers, and lovers of the outdoors, as well as fans of travelogues, photography, and photo-journalism • A great pick for those who loved Humans of New York by Brandon Stanton, The Oregon Trail: A New American Journey by Rinker Buck, and A Walk in the Woods: Rediscovering America on the Appalachian Trail by Bill Bryson. • A unique perspective of the United States

The Hard Thing About Hard Things

High-Output Management

PLEASE NOTE: This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser: <https://amzn.to/2DccFMz> John Doerr presents an engaging, easy-to-read, and practical methodology for realizing your professional goals through OKRs, or, Objectives and Key Results in his bestselling book, Measure What Matters. What does this ZIP Reads Summary Include? Synopsis of the original book Chapter-by-chapter summaries What are OKRs and how can you use them? Detailed case studies from OKR success stories Key takeaways from each chapter Editorial Review Background on John Doerr About the Original Book: In Everything Happens for a Reason, Kate Bowler asks some serious questions regarding some Measure what matters provides a unique and authoritative description of Objectives and Key Results (OKRs), which have been revolutionizing the business world for almost 20 years, but, until now, had not been explained fully. The OKR goal-setting system provides a robust methodology for helping companies realize their full potential. With case studies from a wide range of organizations, OKRs are presented in a practical way, allowing the reader to implement them in one of a variety of forms. DISCLAIMER: This book is intended as a companion to, not a replacement for, Measure What Matters. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. Please follow this link: <https://amzn.to/2DccFMz> to purchase a copy of the original book. We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

Too Much and Not the Mood

Describes ways to incorporate domain modeling into software development.

Product Roadmaps Relaunch

One of the most important books ever written about our connection to the natural world, GORILLAS IN THE MIST is the riveting account of Dian Fossey's thirteen years in a remote African rain forest with the greatest of the great apes. Fossey's extraordinary efforts to ensure the future of the rain forest and its remaining mountain gorillas are captured in her own words and in candid photographs of this fascinating endangered species. As only she could, Fossey combined her personal adventure story with groundbreaking scientific reporting in an unforgettable portrait of one of our closest primate relatives. Although Fossey's work ended tragically in her murder, GORILLAS IN THE MIST remains an invaluable testament to one of the longest-running field studies of primates and reveals her undying passion for her subject.

The Ultimate Question 2.0 (Revised and Expanded Edition)

Colourless, tasteless, odourless, ageless: water is both the simplest thing on earth and the most complex. We cannot live without it yet it kills six thousand children a day. It is the ultimate renewable resource but we pollute it without thinking twice. Why, if water is so valuable does

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nobody want to pay for it unless it comes in a designer bottle? Is it really the oil of the twenty-first century? Will we all soon be fighting over it, or can it lead countries into co-operation rather than conflict? In this enthralling voyage of discovery, Rupert Wright sets out to discover exactly what water is and why it plays such an important role in history, culture, art and literature. Part reportage and part personal journey, *Take Me to the Source* is the fascinating story of the substance that makes life on earth possible.

Playing to Win

Tracing the complexity and contradictory nature of work throughout history Say the word “work,” and most people think of some form of gainful employment. Yet this limited definition has never corresponded to the historical experience of most people—whether in colonies, developing countries, or the industrialized world. That gap between common assumptions and reality grows even more pronounced in the case of women and other groups excluded from the labour market. In this important intervention, Andrea Komlosy demonstrates that popular understandings of work have varied radically in different ages and countries. Looking at labour history around the globe from the thirteenth to the twenty-first centuries, Komlosy sheds light on both discursive concepts as well as the concrete coexistence of multiple forms of labour—paid and unpaid, free and unfree. From the economic structures and ideological mystifications surrounding work in the Middle Ages, all the way to European colonialism and the industrial revolution, Komlosy’s narrative adopts a distinctly global and feminist approach, revealing the hidden forms of unpaid and hyper-exploited labour which often go ignored, yet are key to the functioning of the capitalist world-system. *Work: The Last 1,000 Years* will open readers’ eyes to an issue much thornier and more complex than most people imagine, one which will be around as long as basic human needs and desires exist.

Measure What Matters

Objectives + Key Results (OKR) Leadership;

In an online and social media world, measurement is the key to success If you can measure your key business relationships, you can improve them. Even though relationships are “fuzzy and intangible,” they can be measured and managed-with powerful results. *Measure What Matters* explains simple, step-by-step procedures for measuring customers, social media reputation, influence and authority, the media, and other key constituencies. Based on hundreds of case studies about how organizations have used measurement to improve their reputations, strengthen their bottom lines, and improve efficiencies all around Learn how to collect the data that will help you better understand your competition, do strategic planning, understand key strengths and weaknesses, and better respond to customer preferences Author runs a successful blog and serves as a measurement consultant to companies such as Facebook, Southwest Airlines, Raytheon, and Allstate Don't draw conclusions or make key decisions based on guesswork. Instead, *Measure What Matters* and the difference will show in the most important measure: your bottom line.

Scaling Lean

The *New York Times* Bestselling guide for managers and executives. Introducing the new, realistic loyalty pact between employer and employee. The employer-employee relationship is broken, and managers face a seemingly impossible dilemma: the old model of guaranteed long-term employment no longer works in a business environment defined by continuous change, but neither does a system in which every employee acts like a free agent. The solution? Stop thinking of employees as either family or as free agents. Think of them instead as allies. As a manager you want your employees to help transform the company for the future. And your employees want the company to help transform their careers for the long term. But this win-win scenario will happen only if both sides trust each other enough to commit to mutual investment and mutual benefit. Sadly, trust in the business world is hovering at an all-time low. We can rebuild that lost trust with straight talk that recognizes the realities of the modern economy. So, paradoxically, the alliance begins with managers acknowledging that great employees might leave the company, and with employees being honest about their own career aspirations. By putting this new alliance at the heart of your talent management strategy, you'll not only bring back trust, you'll be able to recruit and retain the entrepreneurial individuals you need to adapt to a fast-changing world. These individuals, flexible, creative, and with a bias toward action, thrive when they're on a specific “tour of duty”—when they have a mission that's mutually beneficial to employee and company that can be completed in a realistic period of time. Coauthored by the founder of LinkedIn, this bold but practical guide for managers and executives will give you the tools you need to recruit, manage, and retain the kind of employees who will make your company thrive in today's world of constant innovation and fast-paced change.

Objectives and Key Results

Reveals how the author launched a multi-million-dollar lipstick brand three years after high school, a process during which she learned valuable lessons about what it takes to become a successful entrepreneur.

Cross Country

The *Challenge Built to Last*, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The *Study For years*, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The *Standards* Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The *Comparisons* The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The *Findings* The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: *Level 5 Leaders*: The research team was shocked to discover the type of leadership required to achieve greatness. *The Hedgehog Concept* (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. *A Culture of Discipline*: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. *Technology Accelerators*: Good-to-great companies think differently about the role of technology. *The Flywheel and the Doom Loop*: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. “Some of the key concepts discerned in the study,” comments Jim Collins, “fly in the face of our modern business culture and will, quite frankly, upset some people.” Perhaps, but who can afford to ignore these findings?

I Love Capitalism!

OKR Leadership -- the process for managers and leaders to practice what matters - is the secret sauce that drives transformational

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leadership, employee engagement and the next generation of management consulting. Join the OKR Leadership movement today with this practical guidebook from an expert business psychologist and story teller.

Lessons of a Lipstick Queen

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to: * Adapt your career plans as you change, the people around you change, and industries change. * Develop a competitive advantage to win the best jobs and opportunities. * Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships. * Find the unique breakout opportunities that massively accelerate career growth. * Take proactive risks to become more resilient to industry tsunamis. * Tap your network for information and intelligence that help you make smarter decisions. A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The Start-Up of You empowers you to become the CEO of your career and take control of your future.

Domain-driven Design

"A major breakthrough in the way goods and services [are] sold. When Mack Hanan speaks, we should all listen—really listen." - Selling Magazine Do you sell products or services? It doesn't matter: What you're really selling is customer profit. You help your customers and clients make profitable business decisions, and you are both rewarded with the fruits of a long-term business relationship. For 40 years, Mack Hanan's Consultative Selling has empowered countless sales professionals to reap maximum success, and the Eighth Edition is here to take them—and you—to the next level, with brand new sections on: Creating a two-tiered sales model to separate consultative sales from commodity sales • Building and using consultative databases for value propositions and proof of performance • Studying your customers' cash flows to win proposals • Using consultative selling strategies on the Web • Coping with—and reversing—the inevitable "no" Consultative Selling is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics that will make your customers' competition—and your own rivals—irrelevant.

Radical Focus

A unique insider's guide to turning risk into opportunity In business, everyone can see the first bounce of the ball. It is the second bounce that is uncertain. Ronald Cohen, one of the world's leading private-equity investors, argues that the entrepreneur's aim is to take advantage of that uncertainty: for it is only in situations of uncertainty that significant gains can be made. Putting it another way, successful entrepreneurs know how to turn risk into opportunity. The book is essential reading for entrepreneurs, wannabe entrepreneurs and all those who want to apply entrepreneurial approaches in all walks of life. It provides relevant background on the development of entrepreneurship and of the venture-capital and private-equity industry through the prism of Cohen's experience at Apax. It provides guidance about how to take advantage of business opportunity: the right people and the right money and the roles played by personality and luck and underlines the importance of ethics.

Measure What Matters

NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BESTSELLER The Globe and Mail Top Leadership and Management Book Forbes Top Creative Leadership Book From the visionary head of Google's innovative People Operations comes a groundbreaking inquiry into the philosophy of work—and a blueprint for attracting the most spectacular talent to your business and ensuring that they succeed. "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." So says Laszlo Bock, former head of People Operations at the company that transformed how the world interacts with knowledge. This insight is the heart of WORK RULES!, a compelling and surprisingly playful manifesto that offers lessons including: Take away managers' power over employees Learn from your best employees—and your worst Hire only people who are smarter than you are, no matter how long it takes to find them Pay unfairly (it's more fair!) Don't trust your gut: Use data to predict and shape the future Default to open—be transparent and welcome feedback If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough. Drawing on the latest research in behavioral economics and a profound grasp of human psychology, WORK RULES! also provides teaching examples from a range of industries—including lauded companies that happen to be hideous places to work and little-known companies that achieve spectacular results by valuing and listening to their employees. Bock takes us inside one of history's most explosively successful businesses to reveal why Google is consistently rated one of the best places to work in the world, distilling 15 years of intensive worker R&D into principles that are easy to put into action, whether you're a team of one or a team of thousands. WORK RULES! shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken your joy in what you do.

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