Softwar An Intimate Portrait Of Larry Ellison And Oracle

An inside look at a cable titan and his industry John Malone, hailed as one of the great unsung heroes of our age bysome and reviled by others as a ruthless robber baron, is revealedas a bit of both in Cable Cowboy. For more than twenty-five years,Malone has dominated the cable television industry, shaping theworld of entertainment and communications, first with his cablecompany TCI and later with Liberty Media. Written with Malone'sunprecedented cooperation, the engaging narrative brings thiscontroversial capitalist and businessman to life. Cable Cowboy isat once a penetrating portrait of Malone's complex persona, and acaptivating history of the cable TV industry. Told in a livelystyle with exclusive details, the book shows how an unassumingcopper strand started as a backwoods antenna service and became thedigital nervous system of the U.S., an evolution that gave U.S.consumers the fastest route to the Internet. Cable Cowboy revealsthe forces that propelled this pioneer to such great heights, andcaptures the immovable conviction and quicksilver mind that havedefined John Malone throughout his career.

This book examines how one aspect of the social and technological situation of literature--namely, the postal system--determined how literature was produced and what was produced within literature. Language itself has the structure of a relay, where what is transmitted depends on a prior withholding. The social arrangements and technologies for achieving this transmission thus have had a particularly powerful impact on the imagination of literature as a medium. The book has three parts. The first part reconstructs the postal conditions of classic and Romantic literature: the invention of postage in the seventeenth century, which transformed the postal system into a service meant to be used by the population (instead of by the prince alone); the sexualization of letter writing, which was introduced in the middle of the eighteenth century and changed the reading of a letter into an interpretation of intimate confessions of the soul; and Goethe's turning of this new ontology of the letter into a logistics of literature whereby literary authorship was constructed by means of postal logistics, with the precision of engineering. The second part analyzes nineteenth-century postal innovations that facilitated communication through letters and examines how literary works were able to live off such communication. These innovations included the reform of the post office; the invention of the postage stamp; the Universal Postal Union, which subjected letter writing to an economy of materials and uniform standards; and the telegraph and the telephone, which surpassed literature in terms of speed, economy, and analog-signal processing. In the third part, on the basis of a close reading of Franz Kafka's letters to his typist-fiancée, the author demonstrates how postal logistics of love and authorship have worked in the era of modern postal systems and technical media. Kafka's correspondence is deciphered as a "war of nerves" waged by means of all available techniques and conditions of transmission.

Job titles like "Technical Architect" and "Chief Architect" nowadays abound in software industry, yet many people suspect that "architecture" is one of the most overused and least understood terms in professional software development. Gorton's book tries to resolve this dilemma. It concisely describes the essential elements of knowledge and key skills required to be a software architect. The explanations encompass the essentials of architecture thinking, practices, and supporting technologies. They range from a general understanding of structure and quality attributes through technical issues like middleware components and service-oriented architectures to recent technologies like model-driven architecture, software product lines, aspect-oriented design, and the Semantic Web, which will presumably influence future software systems. This second edition contains new material covering enterprise architecture, agile development, enterprise service bus technologies, RESTful Web services, and a case study on how to use the MeDICi integration framework. All approaches are illustrated by an ongoing real-world example. So if you work as an architect or senior designer (or want to someday), or if you are a student in software engineering, here is a valuable and yet approachable knowledge source for you. Once upon a time Linus Torvalds was a skinny unknown, just another nerdy Helsinki techie who had been fooling around with computers since childhood. Then he wrote a groundbreaking operating system and distributed it via the Internet -- for free. Today Torvalds is an international folk hero. And his creation LINUX is used by over 12 million people as well as by companies such as IBM. Now, in a narrative that zips along with the speed of e-mail, Torvalds gives a history of his renegade software while candidly revealing the quirky mind of a genius. The result is an engrossing portrayal of a man with a revolutionary vision, who challenges our values and may change our world.
Even as "network" has become a contemporary keyword, its overuse has limited its analytic usefulness. In the enthusiasm that orbits the concept, the network is too easily taken up as a term that we should already know. Patrick Jagoda claims that we do not, in fact, know networks, in part because of their very ubiquity and variety. His book shows how a range of popular aesthetic forms mediate our experience of networks and yield up greater insight into this critical concept. Each chapter of "Network Aesthetics" considers how a different contemporary genre makes sense of decentralized network structure, from fiction, film, and television to popular videogames such as Introversion's "Uplink," experimental games such as Jason Rohrer's "Between," and emergent transmedia storytelling forms such as "Alternate Reality Games." Jagoda wants to show that network aesthetics, in all of these cases, are not simply the quality of a genre; more substantively, they are a critical corollary to an era in which interconnection has become a key cultural framework. "Network Aesthetics" cuts through the cliches of sublime interconnection and illuminates the ordinary, lived aspects of networked life.
"Sir John's ability to comprehend complex concepts and distill these into money-making ideas for his investors was legendary. With this book, Scott Phillips

extends Sir John Templeton's crystal clear vision to some of tomorrow's most interesting and powerful money-making opportunities. All readers should be prepared to learn–and profit!" –Jeffrey Everett, Founding Partner, Everkey Global Partners "The brilliant global investing strategy of Sir John Templeton finds new life in Scott Phillips' Buying at the Point of Maximum Pessimism . With the U.S. in trouble, savvy international investing is a must, and this book shows you the best places to put your money for serious profits ahead." –Christopher Ruddy, CEO, Newsmax Media, Inc. "In Buying at the Point of Maximum Pessimism , Scott Phillips delivers a road map to investment success traveled by the very few but guaranteed to lead you to enormous profits. The book offers a delightful, common sense approach to investing that unfortunately is not so common." –Robert P. Miles, author, The Warren Buffett CEO "If you want to mitigate your risks while leveraging your long-term sources for growth, read every page of this book and invest accordingly. In ten or twenty years you will look back and be thankful you did." –Theodore Roosevelt Malloch, Ph.D., Research Professor, Yale University and CEO, The Roosevelt Group Value Investing for the 2010s! Earn Consistent Long-Term Profits in a Radically New Market Environment Legendary value investor Sir John Templeton knew the secret of earning consistent profits: In times of maximum pessimism, recognize what your long-term opportunities are–and be ready to pounce. This book shows you where today's long-term opportunities are, so you can earn outsized profits when the "herd" is running away in terror. Lauren Templeton Capital Management's Scott Phillips identifies six powerful value investing themes for the 2010s: areas of long-term growth that become even more compelling in volatile or bear markets. This is value investing for the 2010s: a set of emerging opportunities you can profit from, while other investors are selling in fear!

What makes ALDI so special? Take a look behind the Curtain A retailer with an extremely limited assortment and the lowest prices in the market conquers the world with an extraordinary business model and generates Billions in sales and unusual high profits. ALDI does everything differently, ignores the so-called „Best Practices", has no marketing department, refrains from promotions, is run by a management without any incentive and bonus packages and ignores the press. What is it that makes ALDI so special? What are the essentials of the ALDI system? What's the corporate culture like? What are the methods of management? What kind of organization does ALDI have? What can anyone from any industry learn from ALDI? This book explains what ALDI's excellence is based on and how consistency, ascetism and discipline created one of the most successful grocery chains. This new edition also describes how ALDI has changed in recent years after the founders passed away and a new generation of managers took over. ALDI's successful business model and management practices are at stake. ALDI is about to become more and more ordinary.

A portrait of Oracle CEO Larry Ellison examines the visionary management that led Oracle to the heights of the high-tech world, as well as the ruthless,

freewheeling style that could threaten the company's very survival.

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

The riveting true story of the women who launched America into space. In the 1940s and 50s, when the newly minted Jet Propulsion Laboratory needed quick-thinking mathematicians to calculate velocities and plot trajectories, they didn't turn to male graduates. Rather, they recruited an elite group of young women who, with only pencil, paper, and mathematical prowess, transformed rocket design, helped bring about the first American satellites, and made the exploration of the solar system possible. For the first time, Rise of the Rocket Girls tells the stories of these women -- known as "human computers" -- who broke the boundaries of both gender and science. Based on extensive research and interviews with all the living members of the team, Rise of the Rocket Girls offers a unique perspective on the role of women in science: both where we've been, and the far reaches of space to which we're heading. "If Hidden Figures has you itching to learn more about the women who worked in the space program, pick up Nathalia Holt's lively, immensely readable history, Rise of the Rocket Girls." -- Entertainment Weekly

Harlan Ellison is probably best known as a script writer for sci-fi and fantasy movies and TV series such as the original Outer Limits, The Hunger, Logan's Run, and Babylon Five. But his range is much broader than that, encompassing stories, novels, essays, reviews, reminiscences, plays, even fake autobiographies. The Essential Ellison, a special limited edition personally signed and numbered by Ellison, contains 74 unabridged works, including such classics as "A Boy and His Dog," "Xenogenesis," and "Mefisto in Onyx."

"Deeply reported and bracingly written, this book is an indispensable guide to

modern innovation and entrepreneurship." —Walter Isaacson, New York Times bestselling author of Code Breaker A definitive, deeply reported look at the origin of PayPal and its founding team, including Elon Musk, Peter Thiel, Reid Hoffman, Max Levchin, and others whose stories have never before been told. They have defined the modern world. This experience defined them. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, LinkedIn, Pinterest, and Airbnb, among many others. They defined 21st-century innovation and entrepreneurship—and still shape that template today. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of how they first connected and cut their start-up teeth has gone untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payment company called PayPal. It would grow to become one of the world's foremost companies, but that success was anything but certain. From the outset, the team faced industry skeptics, bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. In The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley, award-winning author and biographer Jimmy Soni pulls back the curtain on PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, Soni shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the countless individuals whose stories never made the front pages nor earned banner headlines—but whose contributions were vital to PayPal's success. The Founders is a story of iteration and inventiveness, one that casts a long and powerful shadow over modern life. Jimmy Soni's narrative offers deep insight into how this once-in-a-generation assemblage of talent came to work together and how that collaboration changed our world forever.

In doing so, he offers a dramatic picture of a complex and changing urban center that, despite its flaws, flourished for centuries.

SoftwarAn Intimate Portrait of Larry Ellison and OracleSimon and Schuster

In this biographical study of his own family, Zareer Masani describes in a brutally frank language his own assessment about the intimate life of his parents, the charismatic Indian politician Minoo Masani and his talented wife Shakuntala. How will China reform its economy as it aspires to become the next economic superpower? It's clear that China is the world's next economic superpower. But what isn't so clear is how China will get there by the middle of this century. It now faces tremendous challenges such as fostering innovation, dealing with ageing problem and coping with a less accommodative global environment. In this book, economists from China's leading university and America's best-

known think tank offer in depth analyses of these challenges. Does China have enough talent and right policy and institutional mix to transit from input-driven to innovation-driven economy? What does ageing mean, in terms of labor supply, consumption demand and social welfare expenditure? Can China contain the environmental and climate change risks? How should the financial system be transformed in order to continuously support economic growth and keep financial risks under control? What fiscal reforms are required in order to balance between economic efficiency and social harmony? What roles should the state-owned enterprises play in the future Chinese economy? In addition, how will technological competition between the United States and China affect each country's development? Will the Chinese yuan emerge as a major reserve currency, and would this destabilize the international financial system? What will be China's role in the international economic institutions? And will the United States and other established powers accept a growing role for China and the rest of the developing world in the governance of global institutions such as the World Trade Organization and the International Monetary Fund, or will the world devolve into competing blocs? This book provides unique insights into independent analyses and policy recommendations by a group of top Chinese and American scholars. Whether China succeeds or fails in economic reform will have a large impact, not just on China's development, but also on stability and prosperity for the whole world.

Infamous Scribblers is a perceptive and witty exploration of the most volatile period in the history of the American press. News correspondent and renowned media historian Eric Burns tells of Ben Franklin, Alexander Hamilton and Sam Adams -- the leading journalists among the Founding Fathers; of George Washington and John Adams, the leading disdainers of journalists; and Thomas Jefferson, the leading manipulator of journalists. These men and the writers who abused and praised them in print (there was, at the time, no job description of "journalist") included the incendiary James Franklin, Ben's brother and one of the first muckrakers; the high minded Thomas Paine; the hatchet man James Callender, and a rebellious crowd of propagandists, pamphleteers, and publishers. It was Washington who gave this book its title. He once wrote of his dismay at being "buffited in the public prints by a set of infamous scribblers." The journalism of the era was often partisan, fabricated, overheated, scandalous, sensationalistic and sometimes stirring, brilliant, and indispensable. Despite its flaws -- even because of some of them -- the participants hashed out publicly the issues that would lead America to declare its independence and, after the war, to determine what sort of nation it would be.

The million-copy bestseller: "A laugh-out-loud and cry-out-loud tale of growing up . . . this fast paced, sassy novel triumphs" (The Philadelphia Inquirer). For the seniors at Immaculate Heart High, hormones triumphed over the State of Grace—and everyone's vocation was to DO IT. The Map of Forbidden Sexual Delights extended its boundaries nightly in the back seats of tail-finned cars. And

nothing—not even the Anti-Smut League—could keep the boys and the girls from a rowdy, raunchy romp through those heart-stopping, heart-wrenching days of growing up! "To read Virgins is to remember the days when a kiss was two tightly closed mouths colliding and there were definite rules as to where a roving hand could rove . . . and no, if you are too young to remember those days, Caryl Rivers is not making it all up. Rivers has written a very funny book." —The Washington Post "Rivers is in her element. Her descriptions, from the blue serge uniforms and scuffed oxfords to the continuing battle of wits with the nuns, are right on target. Virgins is quick and bright." —Los Angeles Times "Miss Rivers demonstrates her sharp comic form right from the start." —The New York Times Book Review "Rivers doesn't give one time to pause for breath between the bawdy laugh-out-loud and wrenchingly moving moments in her new book . . . This glimpse of the chasm separating youthful hopes and realities will affect readers strongly." —Publishers Weekly

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

Preparing Students for Life and Work: Policies and Reforms Affecting Higher Education's Principal Mission raises important aspects of higher education that affect the lives and work prospects of students, discussing them in the context of different countries and over time.

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

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

Reassesses thirty years of domestic violence research and demonstrates three forms of partner violence, distinctive in their origins, effects, and treatments

"James M. McPherson's Tried by War is a perfect primer . . . for anyone who wishes to understand the evolution of the president's role as commander in chief. Few historians write as well as McPherson, and none evoke the sound of battle with greater clarity." —The New York Times Book Review The Pulitzer Prize–winning author reveals how Lincoln won the Civil War and invented the role of commander in chief as we know it As we celebrate the bicentennial of Lincoln's birth, this study by preeminent, bestselling Civil War historian James M. McPherson provides a rare, fresh take on one of the most enigmatic figures in American history. Tried by War offers a revelatory (and timely) portrait of leadership during the greatest crisis our nation has ever endured. Suspenseful and inspiring, this is the story of how Lincoln, with almost no previous military experience before entering the White House, assumed the powers associated with the role of commander in chief, and through his strategic insight and will to fight changed the course of the war and saved the Union.

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

Popular consensus says that the US rose over two centuries to Cold War victory and world domination, and is now in slow decline. But is this right? History's great civilizations have always lasted much longer, and for all its colossal power, American culture was overshadowed by Europe until recently. What if this isn't the end? In History Has Begun, Bruno Maes offers a compelling vision of America's future, both fascinating and unnerving. From the early American Republic, he takes us to the turbulent present, when, he argues, America is finally forging its own path. We can see the birth pangs of this new civilization in today's debates on guns, religion, foreign policy and the significance of Trump. Should the coronavirus pandemic be regarded as an opportunity to build a new kind of society? What will its values be, and what will this new America look like? Maes traces the long arc of US history to argue that in contrast to those who see the US on the cusp of decline, it may well be simply shifting to a new model, one equally powerful but no longer liberal. Consequently, it is no longer

enough to analyze America's current trajectory through the simple prism of decline vs. progress, which assumes a static model-America as liberal leviathan. Rather, Maes argues that America may be casting off the liberalism that has defined the country since its founding for a new model, one more appropriate to succeeding in a transformed world.

The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

Chronicles the life, loves, and business conquests of the Revlon CEO

A valuable guide on creativity and critical thinking to improve reasoning and decision-making skills Critical thinking skills are essential in virtually any field of study or practice where individuals need to communicate ideas, make decisions, and analyze and solve problems. An Introduction to Critical Thinking and Creativity: Think More, Think Better outlines the necessary tools for readers to become critical as well as creative thinkers. By gaining a practical and solid foundation in the basic principles that underlie critical thinking and creativity, readers will become equipped to think in a more systematic, logical, and imaginative manner. Creativity is needed to generate new ideas to solve problems, and critical thinking evaluates and improves an idea. These concepts are uniquely introduced as a unified whole due to their dependence on each other. Each chapter introduces relevant theories in conjunction with real-life examples and findings from cognitive science and psychology to illustrate how the theories can be applied in numerous fields and careers. An emphasis on how theoretical principles of reasoning can be practical and useful in everyday life is featured, and special sections on presentation techniques, the analysis of meaning, decision-making, and reasoning about personal and moral values are also highlighted. All chapters conclude with a set of exercises, and detailed solutions are provided at the end of the book. A companion website features online tutorials that further explore topics including meaning analysis, argument analysis, logic, statistics, and strategic thinking, along with additional exercises and multimedia resources for continued study. An Introduction to Critical Thinking and Creativity is an excellent book for courses on critical thinking and logic at the undergraduate and graduate levels. The book also serves as a self-contained study guide for readers interested in the topics of critical thinking and creativity as a unified whole.

Like one of the movie moguls of old, Michael Eisner is a titan -- feared, powerful, and almost magically successful. After rising through ABC television and Paramount Pictures, he awoke the sleeping giant of Disney and sent it stomping across the entertainment landscape. But since the tragic death of Frank Wells in a helicopter crash in 1994, he has lacked -- for the first time in his career -- a colleague who could temper his personality. The result, writes Kim Masters, has been a slide into a Nixonian paranoia and isolation. In The Keys to the Kingdom, Masters crafts a gripping account of this larger-than-life story of larger-than-life hubris, combining an insightful analysis of power in Hollywood with a vivid, deeply researched narrative that brings the personalities, the enmities, and the corporate mayhem to life.

This book offers key insights into how to manage software development across international boundaries. It is based on a series of case studies looking at the relationships between firms from North America, the UK, Japan and Korea with Indian software houses. In these case

studies, which have typically been compiled over a 3-4 year timespan, the authors analyse the multi-faceted challenges encountered in managing these Global Software Alliances (GSAs). These challenges range from the conflicts that managers face when dealing with distance, to the tensions of transferring knowledge across time and space, to issues in trying to establish universal standards in a context of constant change, and the problems of identity that developers and clients experience in having to deal with different organizations and countries. Throughout the book, the authors draw on their extensive research and experience to offer constructive advice on how to manage GSAs more effectively.

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

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

The Internet is being closed off by businesses and governments intent on creating an environment free of dissent. In this text, the author covers concerns and issues of navigation and usability without losing sight of the agenda of those who control hardware, software, content, design and delivery.

This bold re-examination of the history of U.S. economic growth is built around a novel claim, that productive capacity grew dramatically across the Depression years (1929-1941) and that this advance provided the foundation for the economic and military success of the United States during the Second World War as well as for the golden age (1948-1973) that followed.Alexander J. Field takes a fresh look at growth data and concludes that, behind a backdrop of double-digit unemployment, the 1930s actually experienced very high rates of technological and organizational innovation, fueled by the maturing of a privately funded research and development system and the government-funded build-out of the country's surface road infrastructure. This significant new volume in the Yale Series in Economic and Financial History invites new discussion of the causes and consequences of productivity growth over the last century and a half and on our current prospects.

In Chanel: An Intimate Life, acclaimed biographer Lisa Chaney tells the controversial story of the fashion icon who starred in her tumultuous era Coco Chanel was many things to many people. Raised in emotional and financial poverty, she became one of the defining figures of the twentieth century. She was mistress to aristocrats, artists and spies. She broke rules of style and decorum, seducing both men and women, yet in her work expected the highest standards. She took a 'plaything' and turned it into a global industry which defined the modern woman. Filled with new insights and thrilling discoveries, Lisa Chaney's Chanel provides the most defining and provocative portrait yet. 'Chaney's research is laudable, uncovering fresh details of Chanel's well-trodden rag trade to riches story' Evening Standard 'An unflinching examination of the historically inscrutable designer' Vogue Lisa Chaney has lectured and tutored in the history of art and literature, made TV and radio broadcasts on the history of culture, and reviewed and written for journals and newspapers, including The SundayTimes, the Spectator and the Guardian. She is the author of two previous biographies: Elizabeth David and Hide-and-Seek With Angels: The Life of J.M. Barrie.

With as many as 1 billion people now using online communities such as newsgroups, blogs,

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

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

A recent Forbes listed Ellison as the fifth richest man in the world, and the second richest active player (behind Gates) in the technology world. Oracle Corporation, of which he is founder and CEO, is the fastest-growing software database company in the world, and the darling of technology investors. If you withdraw cash from an ATM, make an airline reservation, hook up your TV to the Internet, then you're using Oracle. All of this makes Ellison the man investors, techies, and people-in-the-know want to know more about. The ultimate self-made man, Ellison began Oracle with a $1,200 investment and doubled its sales in eleven of its first twelve years. But he's a ruthless businessman who has used misdirection and half-truths to create one of the great high-

tech success stories. He is also a daredevil sportsman with a 78-foot yacht, a number of fast jets, and beautiful women on his arm. If Gates is the nerd-King of the Valley, Ellison is its Warren Beatty. Mike Wilson has interviewed more than a hundred of Ellison's friends and enemies as well as Ellison himself to create an entertaining and provocative portrait of this enigmatic and visionary businessman.

Burlingame interprets Lincoln's private life, discussing his marriage to Mary Todd, the untimely death of his son Willie to disease in 1862, and his recurrent anguish over the enormous human costs of the war.

A Forbes Best Book of the Year: "Must reading for any yacht-racing aficionado." —Frank Deford The America's Cup, first awarded in 1851, is the oldest trophy in international sports, and one of the most hotly contested. In 2000, Larry Ellison, cofounder and billionaire CEO of Oracle Corporation, decided to run for the coveted prize and found an unlikely partner in Norbert Bajurin, a car radiator mechanic who had recently been named Commodore of the blue collar Golden Gate Yacht Club. The Billionaire and the Mechanic tells the incredible story of the partnership between Larry and Norbert, their unsuccessful runs for the Cup in 2003 and 2007, and their victory in 2010. With unparalleled access to Ellison and his team, the New York Times–bestselling author of How to Make a Spaceship takes readers inside the design and building process of these astonishing boats, and the management of the passionate athletes who race them. She traces the bitter rivalries between Oracle and its competitors, including Swiss billionaire Ernesto Bertarelli's Team Alinghi—and throws readers into exhilarating races from Australia and New Zealand to Valencia, Spain. "The Billionaire and the Mechanic opens with a thrilling scene as old as Homer's 'Odyssey' and as iconic as ones from Conrad, Melville, Hemingway and Sebastian Junger: a man battling a dangerously stormy sea. That the sailor, Larry Ellison, is one of our contemporary captains of industry, the swashbuckling billionaire of the title . . . only heightens the drama." —San Francisco Chronicle

Can one of the richest men in the world be a good person? The rich are not like us. Great wealth brings both power and immunity, a pairing that opens a yawning moral abyss at the feet of the world's billionaires. Carlos Slim is one of eight people whose combined wealth equals that of the 3.6 billion people who make up the poorest half of humanity. A businessman who dominates telecoms and global real estate, and a major shareholder of the New York Times, Slim exerts a degree of power in Mexico unmatched by any politician. The biography of Carlos Slim, one of the richest people of all time, is a case study in the ethical and psychological effects of extraordinary wealth. Not just the tale of the first man from a developing country ever to reach the top of the Forbes list of billionaires, it presents a living embodiment of the financial mentality of our time, a man who mistrusts politicians and believes the market to be the answer to everything—even corruption. In short, Slim's story is that of Latin America's last half century and indeed the wider world. After years of thorough investigation, Diego Osorno has produced an extraordinary portrait detailing the effects of great wealth. His time with Slim forces Osorno to pose an age-old question: What does it profit a man if he gains the world and loses his own soul?

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