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The Epic Battle for America's Eyeballs

SIMPSON RONNIE

[An Intimate Portrait of Larry Ellison and Oracle](#) McGraw Hill Professional

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.

Passion to Win Cable Cowboy John Malone and the Rise of the Modern Cable Business

The Verizon leadership team stands apart from most leadership teams today in their willingness repeatedly to put the enterprise before the individual. At first blush, this might look like a hopelessly old-fashioned notion in the age of the selfie. Yet, I would argue this is a trait that future leaders and boards of directors across industries would do well to understand and embrace. Seidenberg not once but twice in the service of company shareholders and employees subordinated himself and put off taking sole leadership of the company to advance the enterprise's odds of success. And many others in this story exhibited the same trait to help build this industry-leading enterprise. They understood that the risk of not acting and thereby destroying value during a period of accelerating technological change and industry consolidation—a situation faced by leadership teams around the world today—was much greater than the risk of stepping in as No. 2 or co-CEO. In my 50 years of experience, it is a rare leadership team that will subordinate itself for the benefit of the industry, customers and the company. That principle, that the company comes first, the individual second, is what will define successful leadership teams of the future. Multiple leadership principles, some new, some timeless, emerge from this narrative and will be of great use to the next generation of leaders across industries and around the world. By taking a look at a company that successfully executed exponential transformation, we can take the strategies of Verizon leaders and apply them to our own experiences.—Ram Charan

Bangkok Tattoo Beard Books

As late as 2007, Anglo Irish Bank was a darling of the markets, internationally recognized as one of the fastest growing financial institutions in the world. By 2008, it was bust. The Irish government's hopeless attempts to save Anglo have led the state to ruin - culminating in a punitive IMF bailout in late 2010 and threatening the future of the euro. Now, for the first time, the full story of the Anglo disaster is being told - by the journalist who has led the way in coverage of the bank and its many

secrets. Drawing on his unmatched sources in and around Anglo, Simon Carswell of the Irish Times shows how the business model that brought Anglo twenty years of spectacular growth was also at the heart of its - and Ireland's - downfall. He paints a vivid and disturbing picture of life inside Anglo - the credit committee meetings, the lightning-quick negotiations with property developers, the culture of lavish entertainment for politicians and regulators - and of the men who presided over its dizzying rise and fall: Sean FitzPatrick, David Drumm, Willie McAteer and many others. This is not only the first full account of the Anglo disaster; it will also be the definitive one.

Inventing Western Civilization HarperCollins

Shares ways of spotting the trends that move markets and explains how to choose investments
[The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry](#) John Wiley & Sons
Hunter Harrison, the revolutionary railroader from Memphis, dramatically turned four publicly traded companies into cash machines. Starting as a laborer when he was a wayward teenager, Harrison spent a half century in the rail business and nearly two decades running Illinois Central, Canadian National, Canadian Pacific, and CSX. Never accepting the status quo, Harrison not only renovated established railroads, he forced an industry to shape up. As the pre-eminent proponent of Precision Scheduled Railroading, Harrison created approximately \$50 billion in shareholder value. Charming, intimidating, and not afraid to make enemies, the no-bullshit CEO let nothing get in his way. At the same time, he was a talent scout and coach to thousands, and a devoted father and husband for more than fifty years. *Railroader* offers insights into running all businesses. Howard Green's highly personal biography is deeply researched, based on conversations with Harrison over several years. It also includes candid stories from Harrison's family and colleagues - those who admired him and those who criticized him. Green's access and decades of experience give him the unparalleled ability to tell the story of this uncompromising leader who both inspired and infuriated.

John Malone and the Rise of the Modern Cable Business Simon and Schuster

Detective Sonchai Jitpleecheep of the Royal Thai Police returns in his riveting and smokily atmospheric new thriller. A farang—a foreigner—has been murdered, his body horribly mutilated, at the Bangkok brothel co-owned by Sonchai's mother and his boss. The dead man was a CIA agent. To make matters worse, the apparent culprit is sweet-natured Chanya, the brothel's top earner and a woman whom the devoutly Buddhist sleuth has loved for several lifetimes. How can Sonchai solve this crime without sending Chanya to prison? How can he engage in a cover-up without endangering his karma? And how will he ever get to the bottom of a case whose interested parties include American spooks, Muslim fundamentalists, and gangsters from three countries? As addictive as opium, as hot as Sriracha chili sauce, and bursting with surprises, *Bangkok Tattoo* will leave its mark on you.

Great Australian Investors Share Their Stories John Wiley & Sons

The media industry has shifted dramatically during the last decade. Technology continues to impact the media channels that deliver content and advertising to consumers. In "Times Square Everywhere," Mark Boidman analyzes how digital and mobile media are changing the media landscape. In this book, you will: - Read Retail Technology and In-Store Media Use Cases - Explore Out of Home Media and Retail Technology Innovation - Discover the Growing Role of Out of Home Media in Advertising - Get Tools on How to Increase Advertising Attribution and Engagement - Learn About Technology's Impact on the Future of Advertising and Media "Mark Boidman informs readers that out of home media is more impactful and contextually relevant with data... the right message to the right audience, at the right time, in the right location, and can't be skipped or blocked." - Anne Fisher, Managing Editor, EECatalog and Embedded Intel Solutions "'Times Square Everywhere' demonstrates how technology is transforming out of home media and in-store media." - Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDcaux "Mark Boidman thoughtfully explains the bridge between the physical and digital worlds we live in." - Eric Zinterhofer, Founding Partner, Searchlight Capital Partners "As consumers are increasingly mobile, it

is important to understand out of home media, in-store media and retail technology... and 'Times Square Everywhere' provides a snapshot to get you up to speed." - Chris Riegel, Founder and CEO, STRATACACHE "A thought-provoking primer on the out of home media and in-store media worlds." - Jeremy Male, Chairman and CEO, OUTFRONT Media

How Creating Value for Others Built One of the World's Most Successful Companies Paul Dry Books

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

Sumner Redstone's Battle for Viacom, CBS, and Everlasting Control of His Media Empire Figment
An award-winning journalist's dramatic account of a shooting that shook a community to its core, with important implications for the future. On the last evening of summer in 2013, five shots rang out in a part of northeast Denver known as the Holly. Long a destination for African American families fleeing the Jim Crow South, the area had become an "invisible city" within a historically white metropolis. While shootings there weren't uncommon, the identity of the shooter that night came as a shock. Terrance Roberts was a revered anti-gang activist. His attempts to bring peace to his community had won the accolades of both his neighbors and the state's most important power brokers. Why had he just fired a gun? In *The Holly*, the award-winning Denver-based journalist Julian Rubinstein reconstructs the events that left a local gang member paralyzed and Roberts facing the possibility of life in prison. Much more than a crime story, *The Holly* is a multigenerational saga of race and politics that runs from the civil rights movement to Black Lives Matter. With a cast that includes billionaires, elected officials, cops, developers, and street kids, the book explores the porous boundaries between a city's elites and its most disadvantaged citizens. It also probes the fraught relationships between police, confidential informants, activists, gang members, and ex-gang members as they struggle to put their pasts behind them. In *The Holly*, we see how well-intentioned efforts to curb violence and improve neighborhoods can go badly awry, and we track the interactions of law enforcement with gang members who conceive of themselves as defenders of a neighborhood. When Roberts goes on trial, the city's fault lines are fully exposed. In a time of national reckoning over race, policing, and the uses and abuses of power, Rubinstein offers a dramatic and humane illumination of what's at stake.

The INEOS Story – An Industrial Giant Comes of Age PublicAffairs

Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies. For the first time, a UPS "lifer" tells the behind-the-scenes story of how a small messenger service became a business giant. *Big Brown* reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey—one of the greatest unknown capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash—a model that is still reflected in UPS culture today. *Big Brown* examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical "anti-marketing" bias (why brown?) to its sterling brand loyalty and reputation for quality.

Finance and Philosophy Simon & Schuster

Three top Wall Street analysts reveal enduring lessons in sustainable success from the great industrial titans—the high-tech companies of their day—to the disruptors that now dominate the economy. Before Silicon Valley disrupted the world with new technologies and business models, America's industrial giants paved the way. Companies like General Electric, United Technologies, and Caterpillar were the Google and Amazon of their day, setting gold standards in innovation, growth, and profitability. Today's leaders can learn a great deal from their successes, as well as their missteps. In this essential guide, three veteran Wall Street analysts reveal timeless lessons from the titans of industry—and offer battle-tested survival tactics for an ever-changing world. You'll learn: how GE became the largest company on earth—only for a culture of arrogance to set in motion the largest collapse in history; how Boeing reassessed risks, raised profits—and tragically lost its balance; how Danaher avoided the pitfalls of tremendous success—by continually reinventing itself; how Honeywell experienced a near-fatal cultural breakdown—and executed a flawless turnaround; how Caterpillar relied too much on forecasting, lost billions—and rallied by recommitting to the basics. Filled with illuminating case studies and brilliant in-depth analysis, this invaluable book provides a multitude of insights that will help you weather market upheavals, adapt to disruptions, and optimize your resources to your best advantage. You'll learn hard-won lessons in innovation, growth, resilience, and operational excellence, as well as the time-proven fundamentals of continuous improvement for lasting success. In the end, you'll have your own personal toolbox of useful takeaways from more than a century's worth of data, experience, wisdom, and can-do spirit, courtesy of some of the greatest business enterprises of all time. This is how manufacturers survived the first disruptors of technology—and how today's giants can survive and thrive during continuous cycles of disruption.

Cable Cowboy John Wiley & Sons Incorporated

Joe Ricketts, founder of TD Ameritrade, shares the epic inside story of how a working-class kid from the Nebraska prairie took on Wall Street's clubby brokerage business, busted it open, and walked away a billionaire. Joe Ricketts always had the gift of seeing what others missed. The son of a house builder, he started life as a part-time janitor, but by the age of thirty-three he saw the chance to challenge the big brokerage firms by offering Americans an inexpensive way to take control of their own stock trading. Nowadays, we take for granted that Main Street is playing right there on Wall Street, but Ricketts made that happen. His company, begun with \$12,500 borrowed from friends and family, took off like a rocket thanks to an early embrace of digital technology and irreverent marketing. But Ameritrade also faced a series of near-disasters: the SEC almost shut him down; his partners tried to force him out because of his relentless risk-taking; penny brokers swindled the company; the crash of 1989 nearly cost him everything; and he was almost shut down again when a customer committed massive fraud. By the time of the dot-com bust, he had proven that his strategy based on frontier values could survive just about anything. *The Harder You Work, The Luckier You Get* offers a view inside Joe Ricketts' mind, giving readers a visceral understanding of how entrepreneurs think and act differently from the rest of us—how they see the horizon where we just see a spreadsheet. As unvarnished as the prairie he comes from, Ricketts also talks honestly about his shortcomings as a manager, the career sacrifices his wife made for his business, the complexity of being a father, and the pain of splitting with his mentor and of his brother's death

from AIDS. Overcoming these and other challenges, he built a company now worth \$30 billion. A must-read for anyone who's ever dreamed of starting their own business, *The Harder You Work, The Luckier You Get* is the ultimate only-in-America story.

Wireless Nation Newstar Press

What can we learn from some of Australia's most successful investors? Can they show us insights into business, life, as well as investing? In these nine revealing interviews, Australia's leading lights in investing share why they are in the business of managing money, what it is they do to seek to be an excellent custodian of other people's wealth, and how they go about their process of investing. The result is *Investment Wisdom*, a deeper understanding for the reader who is serious about growing their ability to comprehend the world of investing.

The Rise of the Platform Marketer John Wiley & Sons

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

John Malone and the Rise of the Modern Cable Business Clown Publishing

Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above \$3 billion. Yet long-term success—or even survival—is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizing company. Hastings is often heralded as a visionary—he was named Business Person of the Year in 2010 by *Fortune*—even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for premium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.

Panic on Wall Street Penguin

A renowned business leader in the steel industry shares his ideas and observations on how to grow a world-class organization and the principles behind his management style

Railroader Flatiron Books

In one of the most fascinating business autobiographies of this year, Sumner Redstone tells the unvarnished story of how he overcame every obstacle to build a vast media and entertainment engine that includes Paramount, MTV, CBS, Nickelodeon and Blockbuster. A larger-than-life figure in the grand tradition of the Hearsts, Paleys and Pulitzers, and voted by 600 corporate executives as the #1 most inspiring CEO, this is the man who can truly say, "I AM VIACOM." A PASSION TO WIN is a riveting look behind the scenes at the highly charged negotiations that won Redstone both Viacom and Paramount. The book reveals the intense business calculations and strong emotions of Redstone's head-to-head confrontations with such adversaries as Barry Diller and H. Wayne Huizenga. And when Blockbuster went into the tank, risking Redstone's fortune and life's work with it, A PASSION TO WIN takes the reader on a financial roller-coaster ride on which Redstone revolutionized the video industry and righted his company. In a world of high-visibility corporate battles, Redstone pulls no punches. This is a book that shows the reader what it takes to win. Never before has Sumner Redstone revealed himself so candidly, and now with the assistance of writer Peter Knobler, he has produced an inspirational life story that will command major attention.

Good Profit Harvard Business Press

How does a pizza business go from a broom closet in the back of a rundown bar to a multinational chain with 5,000 stores and \$3.7 billion per year in system-wide sales—and in only 30 years? The answer is simple: It puts its customers and its team members first. That's the story of Papa John's. That's the story of a "good business." And it could be the story of anyone who wants to run a company or benefit their community, so long as they're willing to apply the principles and practices that made Papa John's so wildly successful. 'Papa' is the story of the American Dream. It's the story of starting small and making it big. It's a story that can inspire anyone to follow their passion and chart their own path. Whether you're looking for the principles and practices that make a business successful, or you're just looking to read the story of someone who achieved more than they ever thought possible, this book is for you.

High Stakes & Killer Moves on the Electronic Frontier ABRAMS

Taking the 2008 financial crisis as his jumping-off point, Alex Pollock deftly illustrates how private firms and governments alike have failed to understand the shifting risks that financial systems create. With candor, clarity, and wit, he uncovers the persistent uncertainties inherent in banking, central banking, and economics. "At the height of the 2008 financial panic, Queen Elizabeth plaintively asked why nobody saw it coming. In the winning pages of *Finance and Philosophy*, Her Majesty can find the answer. With a lightness of touch that belies the complexity of his subject, Alex Pollock shows why the financial future is now, why it has been and always must be a closed book. A successful banker and gifted writer, Pollock tells us all we need to know about money and banking, risk and uncertainty, debt and temptation, and science and economics. He delights as he instructs."—James Grant, founder and editor, Grant's Interest Rate Observer "Why can't human beings take the lessons of boom and bust, bubbles and crashes that are clearly described in history books—and learn from experience? That's where Mr. Pollock's wry humor and philosophic bent help understand the hubris that makes every generation believe that not only can it predict the markets, but control them . . . [Finance and Philosophy] should be required reading in economics classes, or before opening an investment account—and by every member of Congress."—The Washington Times Alex J. Pollock is a distinguished senior fellow at the R Street Institute in Washington, DC. He was a resident fellow at the American Enterprise Institute from 2004 to 2015, and President and Chief Executive Officer of the Federal Home Loan Bank of Chicago from 1991 to 2004.

Softwar Farrar, Straus and Giroux

A look at the towering twentieth-century leader and his lifestyle that goes beyond the political and into the personal. Countless books have examined the public accomplishments of the man who led Britain in a desperate fight against the Nazis with a ferocity and focus that earned him the nickname "the British Bulldog." Churchill Style takes a different kind of look at this historic icon—delving into the way he lived and the things he loved, from books to automobiles, as well as how he dressed, dined, and drank in his daily life. With numerous photographs, this unique volume explores Churchill's interests, hobbies, and vices—from his maddening oversight of the renovation of his country house, Chartwell, and the unusual styles of clothing he preferred, to the seemingly endless flow of cognac and champagne he demanded and his ability to enjoy any cigar, from the cheapest stogies to the most pristine Cubans. Churchill always knew how to live well, truly combining substance with style, and now you can get to know the man behind the legend—from the top of his Homburg hat to the bottom of his velvet slippers. "All readers will appreciate Singer's highly

intelligent observations about how Churchill's style contributed to, and was ultimately an integral part of his brilliant career." —Gentleman's Gazette