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SHEPPARD ALLIE

Newspaper Titan Rupa Publications India Pvt Limited

The story of Jeff Bezos, a man who redefined innovation, leadership and, of course, wealth. This book looks at some of the defining moments and key incidents from the life of Jeffrey Preston Bezos, the world's first centibillionaire, and the journey he undertook to make Amazon the most valued company in the world. Amazon's brilliant, visionary founder, Jeff Bezos, continues to be the driving force behind the company's astounding and continued success. From being on the verge of bankruptcy during the 1990s, Amazon is now a household name. Even after achieving so much, Jeff 's passion for innovation has only increased. His new pet project-Blue Origin-aims to make space travel affordable in order to colonize other planets. Clearly, Jeff has taken the meaning of 'long-term vision' to another level. A role model to entrepreneurs across the world, this is a man

who can predict tomorrow better than anyone else.

The World According to Twitter Candlewick Press

Interfaces are back, or perhaps they never left. The familiar Socratic conceit from the Phaedrus, of communication as the process of writing directly on the soul of the other, has returned to center stage in today's discussions of culture and media. Indeed Western thought has long construed media as a grand choice between two kinds of interfaces. Following the optimistic path, media seamlessly interface self and other in a transparent and immediate connection. But, following the pessimistic path, media are the obstacles to direct communion, disintegrating self and other into misunderstanding and contradiction. In other words, media interfaces are either clear or complicated, either beautiful or deceptive, either already known or endlessly interpretable. Recognizing the limits of either path, Galloway charts an alternative course by considering the interface as an autonomous zone of aesthetic activity, guided by its own logic and its own ends: the interface effect. Rather than praising user-friendly interfaces that work well, or castigating those that work poorly, this book considers the unworkable nature of all interfaces, from windows

and doors to screens and keyboards. Considered allegorically, such thresholds do not so much tell the story of their own operations but beckon outward into the realm of social and political life, and in so doing ask a question to which the political interpretation of interfaces is the only coherent answer. Grounded in philosophy and cultural theory and driven by close readings of video games, software, television, painting, and other images, Galloway seeks to explain the logic of digital culture through an analysis of its most emblematic and ubiquitous manifestation - the interface.

The Making Of The Greatest Jeff Bezos Polity

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the

advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the "most authoritative...and in many ways the most entertaining" (James Gleick, *The New York Book Review*) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, *The Wall Street Journal*).

In the Plex Abrams

Provides answers to a variety of questions posed by the author on Twitter.

You Are Not a Gadget Oxford University Press

This book provides a long-overdue account of online technology and its impact on the work and lifestyles of professional employees. It moves between the offices and homes of workers in the new "knowledge" economy to provide intimate insight into the personal, family, and wider social tensions emerging in today's rapidly changing work environment. Drawing on her extensive research, Gregg shows that new media technologies encourage and exacerbate an older tendency among salaried professionals to put work at the heart of daily concerns, often at the expense of other sources of intimacy and fulfillment. New media technologies from mobile phones to laptops and tablet computers, have been marketed as devices that give us the freedom to work where we want, when we want, but little attention has been paid to the consequences of this shift, which has seen work move out of the office and into cafés, trains, living rooms, dining rooms, and bedrooms. This professional "presence bleed" leads to work concerns impinging on the personal lives of employees in new and unforeseen ways. This groundbreaking book explores how aspiring and established professionals each try to cope with the unprecedented intimacy of technologically-mediated work, and how its seductions seem poised to triumph over the few remaining relationships that may stand in its way.

Spies of the Balkans Random House

You're Never Too Young to Fight Censorship! In *Ban This Book* by Alan Gratz, a fourth grader fights back when From the Mixed-Up Files of Mrs. Basil E. Frankweiler by E. L. Konigsburg is challenged by a well-meaning parent and taken off the shelves of her school library. Amy Anne is shy and soft-spoken, but don't mess with her when it comes to her favorite book in the whole world. Amy Anne and her lieutenants wage a battle for the books that will make you laugh and pump your fists as they start a secret banned books locker library, make up ridiculous reasons to ban every single book in the library to make a point, and take a stand against censorship. *Ban This Book* is a stirring defense against censorship that's perfect for middle grade readers. Let kids know that they can make a difference in their schools, communities, and lives! "Readers, librarians, and all those books that have drawn a challenge have a brand new hero.... Stand up and cheer, book lovers. This one's for you." —Kathi Appelt, author of the Newbery Honor-winning *The Underneath* "Ban This Book is absolutely brilliant and belongs on the shelves of every library in the multiverse." —Lauren Myracle, author of the bestselling *Internet Girls* series, the most challenged books of 2009 and 2011 "Quick paced and with clear, easy-to-read prose, this is a book poised for wide readership and classroom use." —Booklist "A stout defense of the right to read." —Kirkus Reviews "Gratz delivers a book lover's book that speaks volumes about kids' power to effect change at a grassroots level." —Publishers Weekly At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Pichai Black Dog & Leventhal Pub

"Eagleman renders the secrets of the brain's adaptability into a truly compelling page-turner." —Khaled Hosseini, author of *The Kite Runner* "Livewired reads wonderfully like what a book would be if it were written by Oliver Sacks and William Gibson, sitting on Carl Sagan's front lawn." —*The Wall Street Journal* What does drug withdrawal have in common with a broken heart? Why is the enemy of memory not time but other memories? How can a blind person learn to see with her tongue, or a deaf person learn to hear with his skin? Why did many people in the 1980s mistakenly perceive book pages to be slightly red in color? Why is the world's best archer armless? Might we someday control a robot with our thoughts, just as we do our fingers and toes? Why do we dream at night, and what does that have to do with the rotation of the Earth? The answers to these

questions are right behind our eyes. The greatest technology we have ever discovered on our planet is the three-pound organ carried in the vault of the skull. This book is not simply about what the brain is; it is about what it does. The magic of the brain is not found in the parts it's made of but in the way those parts unceasingly reweave themselves in an electric, living fabric. In *Livewired*, you will surf the leading edge of neuroscience atop the anecdotes and metaphors that have made David Eagleman one of the best scientific translators of our generation. Covering decades of research to the present day, *Livewired* also presents new discoveries from Eagleman's own laboratory, from synesthesia to dreaming to wearable neurotech devices that revolutionize how we think about the senses.

Future War The New Press

Explores the social, cultural, and psychological premises and consequences of fan consumption.

This book describes the nature and development of whole fan cultures, and focuses on the experience and identity of the individual fan.

Livewired John Wiley & Sons

SHORTLISTED FOR THE ORWELL PRIZE FOR POLITICAL WRITING 2022 THE TIMES SCIENCE BOOK OF THE YEAR A GUARDIAN BEST POLITICS BOOK OF THE YEAR A TOP 5 SUNDAY TIMES BESTSELLER

Revised and updated edition with new chapter reflecting on the impact of Covid-19 two years on, and what come next Did the UK government really 'follow the science' throughout the Covid-19 pandemic, as it claims? As head of the Wellcome Trust, Jeremy Farrar was one of the first people in the world to hear about a mysterious new disease in China - and to learn it could readily spread between people. A member of the SAGE emergency committee, Farrar was a key figure in both the UK and the World Health Organization at the onset of the Covid-19 pandemic amid great uncertainty, fast-moving situations and missed opportunities. Spike is his widely acclaimed inside story. His account casts light on the UK government's claims to be 'following the science' and is informed not just by Farrar's views but by interviews with other top scientists and political figures.

Inside Story University of Chicago Press

An incisive look into the world's most innovative tech company and the man chosen to lead it. On 10 August 2015, an unassuming product expert who learnt his ropes at IIT Kharagpur was declared the next CEO of tech giant Google. Sundar Pichai's appointment was hardly an unexpected one. Pichai is a man known as much for his veritable Midas touch with every product he has developed or led for Google - Chrome, Chrome OS and Android, to name just a few - as for his superlative people skills and open-minded approach to innovation. Yet, the company's decision to restructure its product lines and appoint Pichai as the head of a leaner, more focused Google, has raised inevitable questions: • What does Pichai's role augur for the future of the tech giant? • Will Google consolidate its position for existing products or will they focus on creating new ones? • And will Pichai transform the organization that Schmidt, Page and Brin created and led, or confirm the belief of a minority of naysayers that he is not yet ready for this daunting role? Pichai: The Future of Google provides answers to these questions while throwing light on Sundar Pichai's childhood and education; his entry into the tech world and quick rise up the ranks in Google; and his key contributions as a leader and tech-guru to Google's most successful properties. Timely and insightful, this book offers a rare glimpse into the fascinating ecosystem of a path-breaking company and shows us what it takes to be a dynamic leader in the 21st century.

The Best We Could Do Vintage

Greece, 1940. In the port city of Salonika, with its wharves and brothels, dark alleys and Turkish mansions, a tense political drama is being played out. As Adolf Hitler plans to invade the Balkans, spies begin to circle—and Costa Zannis, a senior police official, must deal with them all. He is soon in the game, working to secure an escape route for fugitives from Nazi Berlin that is protected by German lawyers, Balkan detectives, and Hungarian gangsters—and hunted by the Gestapo. Meanwhile, as war threatens, the erotic life of the city grows passionate. For Zannis, that means a British expatriate who owns the local ballet academy, a woman from the dark side of Salonika society, and the wife of a shipping magnate. With extraordinary historical detail and a superb cast of characters, *Spies of the Balkans* is a stunning novel about a man who risks everything to fight back against the world's evil.

The Interface Effect HarperCollins

One of the Best Technology Books of 2020—Financial Times "Levy's all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating."—San Francisco Chronicle "[Levy's] evenhanded conclusions are still damning."—Reason "[He] doesn't shy from asking the tough questions."—The Washington Post "Reminds you the HBO show *Silicon*

Valley did not have to reach far for its satire."—NPR.org The definitive history, packed with untold stories, of one of America's most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing "fake news" accounts, the handling of its users' personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy's sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Stealing MySpace Simon and Schuster

Riveting and inspiring first-person stories of how "taking a knee" triggered a political awakening among athletes of all ages and levels, from the celebrated sportswriter "With profiles of courage that leap of the page, Zirin uncovers a whole national movement of citizen-athletes fighting for racial justice." —Ibrahim X. Kendi, National Book Award-winning author of *Stamped from the Beginning* Hailed by *Publishers Weekly* in a starred review as "an enthralling look at the impact of peaceful protest by sports figures at the high school, college, and professional levels," *The Kaepernick Effect* explores the story of how quarterback Colin Kaepernick's simple act of "taking a knee" spread like wildfire throughout American society, becoming the preeminent public symbol of resistance to America's persistent racial inequality. In this powerful book, critically acclaimed sports journalist and author Dave Zirin chronicles "the Kaepernick effect" for the first time, through "a riveting collection of first-person stories" (*The Nation*) from high school athletes and coaches, college stars and high-powered athletic directors, and professional athletes across many different sports—from Megan Rapinoe to Michael Bennett. In each case, he uncovers the fascinating explanations and motivations behind what became a mass political movement in sports. "Necessary reading for all, especially those who want to make a difference in promoting social justice, equity, and inclusion, and end police brutality" (*Library Journal*, starred review), *The Kaepernick Effect* is for anyone seeking to get involved in the new movement for racial justice in America: "Take a knee, everyone, and start a revolution" (*Kirkus Reviews*).

Ban This Book HarperCollins

From the author of *Hostage to Fortune: The Letters of Joseph P. Kennedy* ("Superb" —Michael Beschloss; "Remarkable" —Arthur Schlesinger), the galvanizing story of Eleanor Medill (Cissy) Patterson, celebrated debutante and socialite, scion of the Chicago Tribune empire, and the twentieth century's first woman editor in chief and publisher of a major metropolitan daily newspaper, the *Washington Times-Herald*. She was called the most powerful woman in America, surpassing Eleanor Roosevelt, Bess Truman, Clare Boothe Luce, and Dorothy Schiff. Cissy Patterson was from old Republican stock. Her grandfather was Joseph Medill, firebrand abolitionist, mayor of Chicago, editor in chief and principal owner of the *Chicago Tribune*, and one of the founders of the Republican Party who delivered the crucial Ohio delegation to Abraham Lincoln at the convention of 1860. Cissy Patterson's brother, Joe Medill Patterson, started the *New York Daily News*. Her pedigree notwithstanding, Cissy Patterson came to publishing shortly before her forty-ninth birthday, in 1930, with almost no practical journalistic or editorial experience and a life out of the pages of Edith Wharton (or more likely the other way around: shades of Cissy are everywhere in the *Countess Olenska*). Amanda Smith writes that in the summer of 1930, Cissy Patterson, educated at the turn of the century at Miss Porter's School in Farmington, Connecticut, for a vocation of marriage and motherhood and a place in society, took over William Randolph Hearst's foundering *Washington Herald* and began to learn what others believed she could never grasp—how to run and build up a newspaper. She vividly lived out the Medill family's editorial motto (at least in spirit): "When you grandmother gets raped, put it on the front page." Patterson soon bought from Hearst the *Herald's* evening sister paper, the *Washington Times*, merged the two, and became editor, publisher, and sole proprietor of a big-city newspaper, a position almost unprecedented in American history. The effect of the merger was "electric"... By 1945, the

Washington Times-Herald, with ten daily editions, was clearing an annual profit of more than \$1 million. Amanda Smith, in this huge, fascinating biography gives us the (infamous) life and monumental times of Cissy Patterson, scourge of liberals, advocate of appeasing Hitler, lover of poodles, and hater of FDR. Here is her twentieth-century Washington: its politics and society, scandals and feuds, and at the center—the fierce newspaper wars that consumed and drove the country's press titans, as Patterson took the Washington Times-Herald from a chronic tail-ender in circulation and advertising, ranked fifth in the town, and made it into the most widely read round-the-clock daily in the national's capital, deemed by many to be "the damndest newspaper to ever hit the streets."

[The Facebook Effect](#) Simon and Schuster

An autobiographical novel that's a tender, witty exploration of the hardest questions: how to live, how to grieve, and how to die—from "the Mick Jagger of literature ... Amis is the most dazzling prose stylist in post-war British fiction" (The Daily Telegraph). "[A] charismatic compound of fact and fiction ... Martin Amis has retained the power to surprise." —Parul Sehgal, The New York Times This novel had its birth in the death of Martin Amis's closest friend, the incomparable Christopher Hitchens, and it is within that profound and sprawling friendship that Inside Story unfurls. From their early days as young magazine staffers in London, reviewing romantic entanglements and the latest literary gossip (not to mention ideas, books, and where to lunch), Hitch was Amis's wingman and adviser, especially in the matter of the alluringly amoral Phoebe Phelps—an obsession Amis must somehow put behind him if he is ever to find love, marriage, a plausible run at happiness. Other figures competing as Amis's main influencers are his literary fathers—Kingsley, of course; his hero Saul Bellow; the weirdly self-finessing poet Philip Larkin—and his significant literary mothers, including Iris Murdoch and Elizabeth Jane Howard. Moving among these greats to set his own path, he winds up surveying the horrors of the twentieth century, and the still-unfolding impact of the 9/11 attacks on the twenty-first—and considers what all of this has taught him about how to live and how to be a writer. The result is a love letter to life—and to the people in his life—that achieves a new level of confidentiality with his readers, giving us the previously unseen portrait of his extraordinary world.

[Don't Be Evil](#) University of Chicago Press

The darkest Batman is unmasked. During the London press junket for The Dark Knight in the summer of 2008, Christian Bale was infamously accused of assaulting his mother and sister at the five-star Dorchester Hotel. Six months later, a recording of Bale's rant on the set of Terminator Salvation was leaked, and the star's anger began to define him. But beyond his notorious temper,

Bale, an Academy Award-winning actor for his role in The Fighter, is known for his ability to physically transform himself for roles in American Psycho, The Machinist, and as one of Hollywood's most revered and bankable characters—Batman. In Christian Bale: The Inside Story of the Darkest Batman, Best Biography winner in the 2013 Indie Excellence Awards and finalist in the 2013 Indie Book Awards, a 2013 Indie Book Awards Finalist for Best Biography, Bale's former publicist and assistant Harrison Cheung—his real-life Alfred—shares an inside look into the little-known personal life of the intensely private and reclusive actor. In the first biography of the Batman star, Cheung, who lived and worked with Christian and his father for 10 years, shares firsthand accounts of the Bales' familial dysfunction, Christian's morbid fascinations and dark humor, and his extreme dedication to his craft. Aware that Bale hated his traditional publicity duties, Cheung launched an extensive Internet marketing campaign for the actor, built the first official actor website for him, and cultivated the Baleheads, an online fan community that was used to garner editorial coverage and ultimately help Bale secure the role of the Caped Crusader. Written with veteran Hollywood and entertainment reporter Nicola Pittam, Christian Bale: The Inside Story of the Darkest Batman uncovers Bale's transformation from shy, English child actor to Internet sensation to Hollywood bad boy. *FOR DISTRIBUTION IN THE U.S. AND CANADA ONLY*

Work's Intimacy Macmillan + ORM

The world's preeminent word-of-mouth marketing experts demonstrate how in-person social networking, not online marketing, is the secret to soaring revenues.

[The Kaepernick Effect](#) Random House Trade Paperbacks

A few years ago, MySpace.com was just an idea kicking around a Southern California spam mill. Scroll down to the present day and MySpace is one of the most visited Internet destinations in America, displaying more than 40 billion webpage views per month and generating nearly \$1 billion annually for Rupert Murdoch's online empire. Even by the standards of the Internet age, the MySpace saga is an astounding growth story, which climaxed with the site's acquisition by Murdoch's News Corporation in 2005 for a sum approaching one billion dollars. But more than that, it may be the defining drama of the digital era. In Stealing MySpace, Pulitzer Prize-winning journalist Julia Angwin chronicles the rise of this Internet powerhouse. With an unerring eye, Angwin details how MySpace took the Internet by storm by grabbing the best ideas from around the Web, encouraging pinup stars such as Tila Tequila to make their home on its pages and giving everyone freedom to experiment with online identities—including using somebody else's identity. Stealing MySpace introduces us to the site's founders, Chris DeWolfe and Tom Anderson, who

dabbled in computer hacking, online pornography, spam, and spyware before starting MySpace. Although their street savvy, doggedness, and clubbing skills far eclipsed their tech prowess, they stumbled their way to success and soon found themselves at ground zero of a high-stakes war that pitted Rupert Murdoch against his frequent nemesis, the combative Viacom CEO Sumner Redstone. Angwin sheds light on the dizzying backroom deals that allowed Murdoch to snatch MySpace from Viacom's grasp even as the MySpace founders remained in the dark about their own fate. Then she takes us inside the Murdoch empire as DeWolfe and Anderson lobby furiously to regain control of their creation. Venturing beyond the business aspects of the story, Angwin also explores the Internet culture, a voyeuristic world in which MySpace must stay one step ahead of amateur pornographers, sexual predators, and "spoofers" who set up fake profiles (Rupert Murdoch himself tolerates dozens of phony "Ruperts" on the site) and cope with the general excesses and sometimes illegal acts of a community of account holders equal in number to the population of Japan. In Stealing MySpace, Julia Angwin dishes on the epic real-world battle for control of a virtual empire. In a savvy, smart, fast-paced narrative reminiscent of Bryan Burrough and John Helyar's Barbarians at the Gate and Michael Lewis's The New New Thing, Stealing MySpace tells is the whole gripping story behind a breakout cultural phenomenon.

[How to Turn Down a Billion Dollars](#) Penguin

"Award-winning reporter Sarah Frier reveals an inside, never-before-told, behind-the-scenes look at how Instagram defied the odds to become one of the most culturally defining apps of the decade"--

[Mindf*ck](#) BenBella Books

Great American City demonstrates the powerfully enduring impact of place. Based on one of the most ambitious studies in the history of social science, Robert J. Sampson's Great American City presents the fruits of over a decade's research to support an argument that we all feel and experience every day: life is decisively shaped by your neighborhood. Engaging with the streets and neighborhoods of Chicago, Sampson, in this new edition, reflects on local and national changes that have transpired since his book's initial publication, including a surge in gun violence and novel forms of segregation despite an increase in diversity. New research, much of it a continuation of the influential discoveries in Great American City, has followed, and here, Sampson reflects on its meaning and future directions. Sampson invites readers to see the status of the research initiative that serves as the foundation of the first edition—the Project on Human Development in Chicago Neighborhoods (PHDCN)—and outlines the various ways other scholars have continued his work. Both accessible and incisively thorough, Great American City is a must-read for anyone interested in cutting-edge urban sociology and the study of crime.

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