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What can you learn from a Silicon Valley legend and a pantheon of iconic leaders? The key to scaling a successful business isn't talent, network, or strategy. It's an entrepreneurial mindset—and that mindset can be cultivated. "If you're scaling a company—or if you

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just love a well-told story—this is a book to savor.”—Robert Iger, #1 New York Times bestselling author of *The Ride of a Lifetime*

Behind the scenes in Silicon Valley, Reid Hoffman (founder of LinkedIn, investor at Greylock) is a sought-after adviser to heads of companies and heads of state. On each episode of his podcast, *Masters of Scale*, he sits down with a guest from an all-star list of visionary founders and leaders, digging into the surprising strategies that power their company’s growth. In this book, he draws on their most riveting, revealing stories—as well as his own experience as a founder and investor—to distill the secrets behind the most extraordinary success stories of our times. Here, Hoffman teams up with *Masters of Scale*’s executive producers to offer a rare window into the entrepreneurial mind, sharing hard-won wisdom from leaders of iconic companies (including Apple, Nike, Netflix, Spotify, Starbucks, Google, Instagram, and Microsoft) as well as the bold, disruptive startups (such as 23andMe, TaskRabbit, Black List, and Walker & Co.) that are solving the problems of the twenty-first century. Through vivid storytelling and incisive analysis, *Masters of Scale* distills their collective insights into a set of counterintuitive principles that anyone can use. How do you find a winning idea and turn it into a scalable venture? What can you learn from a “squirmy no”? When should you stop listening to your customers? Which fires should you put out right away, and which should you let burn? And can you really make money while making the world a better place? (Answer: Yes. But you have to keep your profits and values aligned.) Based on more than a hundred interviews and including a wealth of new material never aired on the podcast, this unique insider’s guide will inspire you to reimagine how you do business today.

One of New York Magazine's best books on Silicon Valley! The true, behind-the-scenes history of the people who built Silicon Valley and shaped Big Tech in America Long before Margaret O'Mara became one of our most consequential historians of the

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American-led digital revolution, she worked in the White House of Bill Clinton and Al Gore in the earliest days of the commercial Internet. There she saw firsthand how deeply intertwined Silicon Valley was with the federal government--and always had been--and how shallow the common understanding of the secrets of the Valley's success actually was. Now, after almost five years of pioneering research, O'Mara has produced the definitive history of Silicon Valley for our time, the story of mavericks and visionaries, but also of powerful institutions creating the framework for innovation, from the Pentagon to Stanford University. It is also a story of a community that started off remarkably homogeneous and tight-knit and stayed that way, and whose belief in its own mythology has deepened into a collective hubris that has led to astonishing triumphs as well as devastating second-order effects. Deploying a wonderfully rich and diverse cast of protagonists, from the justly famous to the unjustly obscure, across four generations of explosive growth in the Valley, from the forties to the present, O'Mara has wrestled one of the most fateful developments in modern American history into magnificent narrative form. She is on the ground with all of the key tech companies, chronicling the evolution in their offerings through each successive era, and she has a profound fingertip feel for the politics of the sector and its relation to the larger cultural narrative about tech as it has evolved over the years. Perhaps most impressive, O'Mara has penetrated the inner kingdom of tech venture capital firms, the insular and still remarkably old-boy world that became the cockpit of American capitalism and the crucible for bringing technological innovation to market, or not. The transformation of big tech into the engine room of the American economy and the nexus of so many of our hopes and dreams--and, increasingly, our nightmares--can be understood, in Margaret O'Mara's masterful hands, as the story of one California valley. As her majestic history makes clear, its fate is the fate of us all.

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"A casually wondrous experience; it made me feel like the city was unfolding beneath my feet." —Jia Tolentino, author of *Trick Mirror*

In place-names lie stories. That's the truth that animates this fascinating journey through the names of New York City's streets and parks, boroughs and bridges, playgrounds and neighborhoods. Exploring the power of naming to shape experience and our sense of place, Joshua Jelly-Schapiro traces the ways in which native Lenape, Dutch settlers, British invaders, and successive waves of immigrants have left their marks on the city's map. He excavates the roots of many names, from Brooklyn to Harlem, that have gained iconic meaning worldwide. He interviews the last living speakers of Lenape, visits the harbor's forgotten islands, lingers on street corners named for ballplayers and saints, and meets linguists who study the estimated eight hundred languages now spoken in New York. As recent arrivals continue to find new ways to make New York's neighborhoods their own, the names that stick to the city's streets function not only as portals to explore the past but also as a means to reimagine what is possible now.

There's a monster under my bed who changes like a chameleon. He can be motionless like a rock with a tail, or he can strike with blinding speed, like a lightning bolt with claws. My monster's name is Moofy. His ears are as pointy as tortilla chips. His tongue is as pink as bubblegum, and his teeth are as sharp as swords. By day, Moofy is a fur rug in the sunshine. By night, he's a pair of glowing headlights in the darkness. With those opening lines, we've already encountered similes using like, similes using as, and metaphors. Personifications, idioms, hyperboles, allusions, and much more lie ahead. But this isn't a writing guide, it's a picture book story about a little monster who oozes personality. The first pages leave us guessing, but kids will soon figure out, to their delight, that Moofy's a cat. And what else could this furball of mischief be? Fun is the order of the day, but an unobtrusive banner on each page lets interested readers know which figure of speech is being featured.



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This is a book a young reader and future writer can grow with.

Iconoclastic guitar player Marc Ribot offers up essays and stories in this darkly funny and subversive debut collection. "'Ribot is an all-American original, and this collection provides plenty of insight into his fascinating mind.'" --Kirkus Reviews "Unstrung has all the honesty, original angles, beauty, and clangor found in Marc Ribot's playing. His compassionate writing about Frantz Casseus gives a human face to his calls for artists' rights. Like life itself, this book is bloody, funny, and bloody funny." --Elvis Costello, musician "An insightful tour through the razor-sharp mind of one of the world's most original and influential guitar masters. Ribot's acerbic wit, self-deprecating humor, and profoundly vexing love-hate relationship with all things guitar make for a fun and stimulating read." --John Zorn, musician "Ribot writes with great care for words, for sounds...A good writer, like a good musician, and Ribot is both, needs to know what they're composing to be able to understand it, maybe even do it better the next time. His stories are moving and compassionate...revelatory, honest, and insightful..." --Lynne Tillman, from the Introduction "In the beginning, we may have thought Marc Ribot was a full-time Lower East Side tenants rights activist who moonlit as an ubiquitous downtown noise guitarist. Now we come to find out he's a phenomenal essay writer who has the nerve to be one of our loudest and most beloved electric jazz improvisers...[Ribot] composes essays about music and life of sublime wit, probity, and severe self-reckoning..." --Greg Tate, author of *Everything But the Burden: What White People Are Taking from Black Culture Throughout his genre-defying career as one of the most innovative musicians of our time, iconoclastic guitar player Marc Ribot has consistently defied expectation at every turn. Here, in his first collection of writing, we see that same uncompromising sensibility at work as he playfully interrogates our assumptions about music, life, and death. Through essays, short stories, and the occasional unfilmable film "mistreatment" that*

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showcase the sheer range of his voice, Unstrung captures an artist whose versatility on the page rivals his dexterity onstage. In the first section of the book, "Lies and Distortion," Ribot turns his attention to his instrument--"my relation to the guitar is one of struggle; I'm constantly forcing it to be something else"--and reflects on his influences (and friends) like Robert Quine (the Voidoids) and producer Hal Willner (Saturday Night Live), while delivering an impassioned plea on behalf of artists' rights. Elsewhere, we glimpse fragments of Ribot's life as a traveling musician--he captures both the monotony of touring as well as small moments of beauty and despair on the road. In the heart of the collection, "Sorry, We're Experiencing Technical Difficulties," Ribot offers wickedly humorous short stories that synthesize the best elements of the Russian absurdist tradition with the imaginative heft of George Saunders. Taken together, these stories and essays cement Ribot's position as one of the most dynamic and creative voices of our time.

This book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time. From the surge of ebooks to the self-publishing explosion and the growing popularity of audiobooks, Book Wars provides a comprehensive and fine-grained account of technological disruption in one of our most important and successful creative industries. Like other sectors, publishing has been thrown into disarray by the digital revolution. The foundation on which this industry had been based for 500 years – the packaging and sale of words and images in the form of printed books – was called into question by a technological revolution that enabled symbolic content to be stored, manipulated and transmitted quickly and cheaply. Publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs. The old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants,

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including powerful new tech giants who saw the world in very different ways. The book wars had begun. While ebooks were at the heart of many of these conflicts, Thompson argues that the most fundamental consequences lie elsewhere. The print-on-paper book has proven to be a remarkably resilient cultural form, but the digital revolution has transformed the industry in other ways, spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms. Most important of all, it has transformed the broader information and communication environment, creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age. This unrivalled account of the book publishing industry as it faces its greatest challenge since Gutenberg will be essential reading for anyone interested in books and their future.

\*A Best Book of Summer: Entertainment Weekly, Oprah Quarterly, Vulture, Town & Country, Refinery29\* An exultant novel of New York City at the turn of the twentieth century, about one man's rise to fame and fortune, and his mysterious murder—"engrossing" (Wall Street Journal), "immersive" (The New Yorker), and "seriously entertaining" (The Sunday Times, London). Andrew Haswell Green is dead, shot at the venerable age of eighty-three, when he thought life could hold no more surprises. The killing—on Park Avenue in broad daylight, on Friday the thirteenth—shook the city. Born to a struggling farmer, Green was a self-made man without whom there would be no Central Park, no Metropolitan Museum of Art, no Museum of Natural History, no New York Public Library. But Green had a secret, a life locked within him that now, in the hour of his death, may finally break free. A work of tremendous depth and piercing emotion, *The Great Mistake* is the story of a city transformed, a murder that made a private man infamous, and a portrait of a singular individual who found the world closed off to him—yet enlarged it.

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Mickey Haller has fallen on tough times. He expands his business into foreclosure defense, only to see one of his clients accused of killing the banker she blames for trying to take away her home. Mickey puts his team into high gear to exonerate Lisa Trammel, even though the evidence and his own suspicions tell him his client is guilty. Soon after he learns that the victim had black market dealings of his own, Haller is assaulted, too--and he's certain he's on the right trail. Despite the danger and uncertainty, Haller mounts the best defense of his career in a trial where the last surprise comes after the verdict is in. Connelly proves again why he "may very well be the best novelist working in the United States today" (San Francisco Chronicle).

Part memoir, part cultural history, *A Woven World* celebrates the fading crafts, industries, and artisans that have defined communities for generations. The desire to create is the cornerstone of civilization. But as we move into a world where machine manufacturing has nearly usurped craft, Alison Hawthorne Deming resists the erasure of our shared history of handiwork with this appeal for embracing continuity and belonging in a time of destabilizing change. Sensing a need to preserve the crafts and stories of our founding communities, and inspired by an exhibit at the Metropolitan Museum of Art's Costume Institute featuring Yves St. Laurent's "sardine" dress, Deming turned to the industries of her ancestors, both the dressmakers and designers in Manhattan in the nineteenth century and the fishermen on Grand Manan Island, a community of 2,500 residents, where the dignity of work and the bounty of the sea ruled for hundreds of years. Reweaving the fabric of those lives, *A Woven World* gives presence on the page to the people, places, and practices, uncovering and preserving a record of the ingenuity and dignity that comes with such work. In this way the lament becomes a song of praise and a testament to the beauty and fragility of human making.

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What happens when words and pictures live completely on top of each other, bump into each other, and talk together? How might words paint a bird, while the bird sings the words?

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