

HARVARD BUSINESS REVIEW PRESS

# Invent & Wander

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*The Collected Writings of*

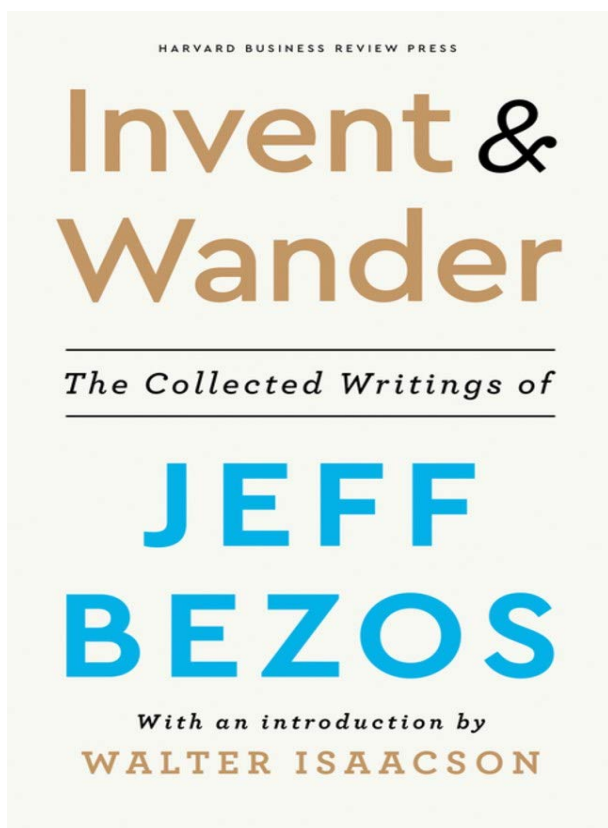
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J E F F  
B E Z O S

*With an introduction by*

WALTER ISAACSON

# Invent and Wander: The Collected Writings of Jeff Bezos, With an Introduction by Walter Isaacson



## Invent and Wander: The Collected Writings of Jeff Bezos, With an Introduction by Walter Isaacson

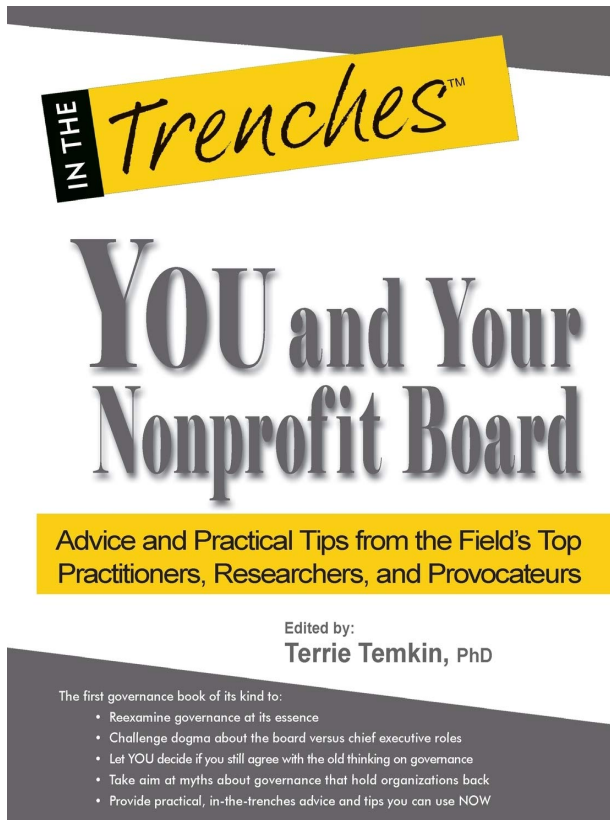
### Book Synopsis

In this collection of Jeff Bezos's writings—his unique and strikingly original annual shareholder letters, plus numerous speeches and interviews that provide insight into his background, his work, and the evolution of his ideas—you'll gain an insider's view of the why and how of his success. Spanning a range of topics across business and public policy, from innovation and customer obsession to climate change and outer space, this book provides a rare glimpse into how Bezos thinks about the world and where the future might take us. Written in a direct, down-to-earth style, *Invent and Wander* offers readers a master class in business values, strategy, and execution: The importance of a Day 1 mindset? Why "it's all about the long term"? What it really means to be customer obsessed? How to

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# You and Your Nonprofit Board: Advice and Practical Tips from the Field's Top Practitioners, Researchers, and Provocateurs

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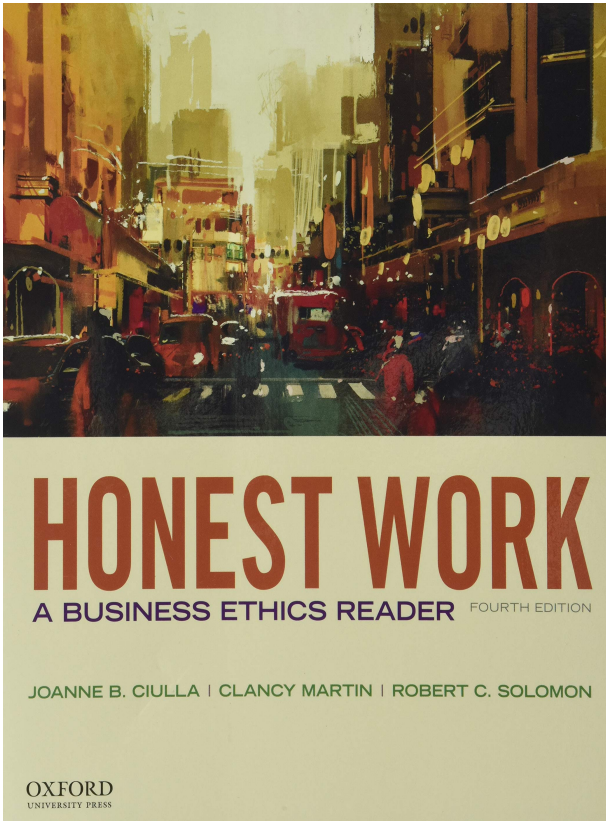
## You and Your Nonprofit Board: Advice and Practical Tips from the Field's Top Practitioners, Researchers, and Provocateurs ...

### Book Synopsis

There are some excellent books already on the market that cover the gamut of roles and responsibilities, recruitment, running meetings, evaluation, and more. Editor Terrie Temkin didn't want to compete with them. Instead, Temkin guided a star-studded cast of collaborators into a smart book plan, creating a board volume that delivers the dearly bought wisdom of the nation's leading practitioners, researchers, and provocateurs in ready bites of insight. Read these in short blasts, and you've absorbed centuries of wisdom. This book is a must for board geeks, board members, and top leadership. *You and Your Nonprofit Board: Advice and Practical Tips from the Field's Top Practitioners, Researchers, and Provocateurs* is a book of how, not what. It aims to be suggestive rather than prescriptive.

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# Honest Work: A Business Ethics Reader



## Honest Work: A Business Ethics Reader

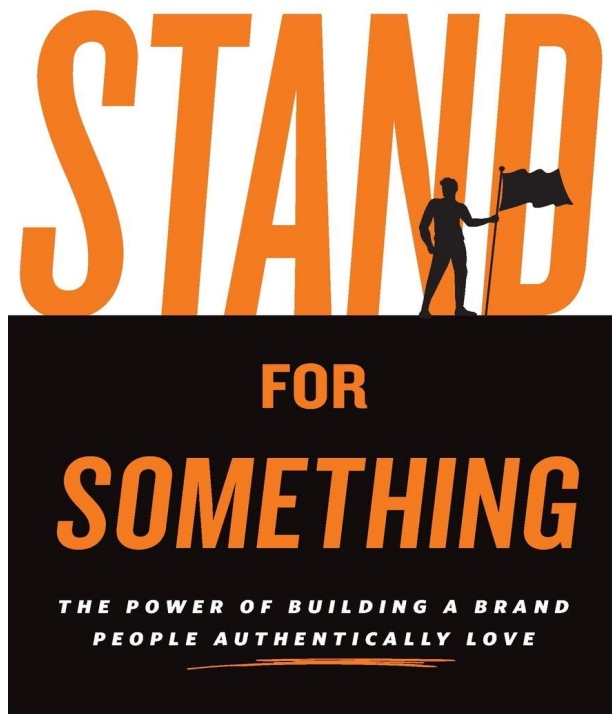
### Book Synopsis

Designed for undergraduate, graduate, and executive business ethics courses, *Honest Work: A Business Ethics Reader, Fourth Edition*, demonstrates that business ethics is primarily about the ethics of individuals. With a unique focus on the personal dimension of ethics, it challenges students to consider the relationship between the ways in which people do business and the kind of lives they want to live. It features 105 brief articles and 70 real-life case studies and poses study questions at the end of each reading and chapter. In addition, a chapter on leadership explores the relationship between leadership and ethical behavior in business.

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# Stand for Something: The Power of Building a Brand People Authentically Love

B R I A N B U R K H A R T



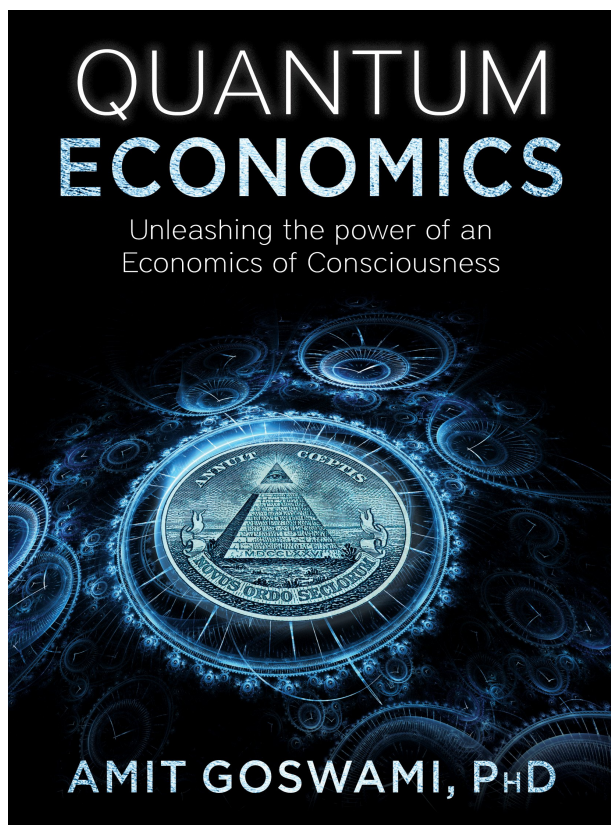
## Stand for Something: The Power of Building a Brand People Authentically Love

### Book Synopsis

We're all guilty of it—when someone asks what we do for a living, we tell them about the products we make or the services we provide. We never tell them what we believe. Unfortunately, business works the same way, and the result is forgettable brands with zero identity. We assume this approach is right because everyone does it. Put simply, we're all wrong. Way wrong. In *Stand for Something*, Brian Burkhardt invites you to break free from the herd and reconnect to the core beliefs that make you stand out. He shares insightful case studies that provide powerful lessons about major brands doing it right, and some that get it all wrong. You'll see how everything is better when you deeply understand what you stand for. Perhaps for the first time, you'll find the right job, your relationships will

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# Quantum Economics: Unleashing the Power of an Economics of Consciousness



## Quantum Economics: Unleashing the Power of an Economics of Consciousness

### Book Synopsis

In view of the recent meltdown of the economy that gave rise to the great recession, it is pretty obvious that the current economic systems are not working. But economists have a clue about which way to go about modifying the existing models. The two political parties of America are bogged down into a locked-horn position between two existing and decidedly ineffective economic modalities: choosing solely from either the demand side or the supply side model for government intervention to get us out of recession. This book is written for both the businessperson and the consumer, in other words, everyone. It touches upon important issues like creativity and ethics in business. It takes you into the already feasible twenty-first century technologies of vital energy. It informs the reader

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