Remote Office Not Required Audio David Heinemeier Hansson

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The Year Without Pants Scott Berkun 2013-08-20
A behind-the-scenes look at the firm behind WordPress.com and the unique work culture that contributes to its phenomenal success 50 million websites, or twenty percent of the entire web, use WordPress software. The force behind WordPress.com is a convention-defying company called Automattic, Inc., whose 120 employees work from anywhere in the world they wish, barely use email, and launch improvements to their products dozens of times a day. With a fraction of the resources of Google, Amazon, or Facebook, they have a similar impact on the future of the Internet. How is this possible? What's different about how they work, and what can other companies learn from their methods? To find out, former Microsoft veteran Scott Berkun worked as a manager at WordPress.com, leading a team of young programmers developing new ideas. The Year Without Pants shares the secrets of WordPress.com's phenomenal success from the inside. Berkun's story reveals insights on creativity, productivity, and leadership from the kind of workplace that might be in everyone's future. Offers a fast-paced and entertaining insider's account of how an amazing, powerful organization achieves impressive results Includes vital lessons about work culture and managing creativity Written by author and popular blogger Scott Berkun (scottberkun.com) The Year Without Pants shares what every organization can learn from the world-changing ideas for the future of work at the heart of Automattic's success.

The Long-Distance Leader Kevin Eikenberry 2018-06-05
Leadership first, location second As more organizations adopt a remote workforce, the challenges of leading at a distance become more urgent than ever. The cofounders of the Remote Leadership Institute, Kevin Eikenberry and Wayne Turmel, show leaders how to guide their teams by recalling the foundational principles of leadership. The authors' "Three-O" Model refocuses leaders to think about outcomes, others, and ourselves—elements of leadership that remain unchanged, whether employees are down the hall or halfway around the world. By pairing it with the Remote Leadership Model, which emphasizes using technology as a tool and not a distraction, leaders are now able to navigate the terrain of managing teams wherever they are. Filled with exercises that ensure projects stay on track, keep productivity and morale high, and build lasting relationships, this book is the go-to guide for leading, no matter where people work.

Duct Tape Marketing - John Jantsch 2011
As a renowned marketing guru and small business coach, John Jantsch has become a leading advisor on how to build and grow a thriving business. In his trusted book for small businesses, he challenges readers to craft a marketing strategy that is as reliable as the go-to household item we all know, love, and turn to in a pinch: duct tape. Duct Tape Marketing shows readers how to develop and execute a marketing plan that yields more revenue and ensures the longevity of small businesses.

Taking a strategic, systemic approach to marketing rather than being constantly won over to a "marketing idea of the week" helps small business leaders establish a solid--"sticky"--foundation of trust with their customers that only grows stronger with the application of more and more metaphorical tape. You'll learn how to turn your marketing efforts into a lead generation machine and move far beyond your week-to-week strategizing to create long-term plans for your business's continual growth. Plus, the revised and updated edition of this industry-leading book includes all new tools, rules, and tactics that respond to the ways social media and digital developments have shifted and evolved the marketing landscape. Let's face it: as a small business owner, you are really in the business of marketing. This practical, actionable guide includes fresh ideas that stick where you put them--and stand the test of time.

Passive Income 2020 - Richard Gadson 2021-08-08
Passive Income 2020- 30 Strategies and Ideas to Start an Online Business and Acquiring Financial Freedom passive income for dummies and book, passive income strategies Starting an online business and becoming financially independent is now a realistic proposition for anyone who has a computer and internet access. Of the many different ways to go about doing this, some will provide a good return for your efforts, but unfortunately, many online businesses just do not succeed and people operating them fail to earn enough to make it worthwhile. You will learn how to: Creating a Passive Income from a small budget Beginning with Different Strategies and Ideas Selling Physical Products Online Membership Sites Selling Instructional Products You can finally become free from the shackles of a life-sucking nine-to-five job and begin embracing a more fulfilled life full of wealth and happiness. Are you ready to build a system that earns you money while you are sleeping, traveling, or hanging out with your family? If you want to take a step in the right direction to the life of your dream, then scroll up and click the "Buy Now" button to begin your journey.

Dreaming in Code - Scott Rosenberg 2008-02-26
Our civilization runs on software. Yet the art of creating it continues to be a dark mystery, even to the experts. To find out why it's so hard to bend computers to our will, Scott Rosenberg spent three years following a team of maverick software developers—led by Lotus 1-2-3 creator Mitch Kapor—designing a novel personal information manager meant to challenge market leader Microsoft Outlook. Their story takes us through a maze of abrupt dead ends and exhilarating breakthroughs as they wrestle not only with the abstraction of code, but with the unpredictability of human behavior— especially their own.

The Daily Stoic - Ryan Holiday 2016-10-18
From the team that brought you The Obstacle Is the Way and Ego Is the Enemy, a beautiful daily devotional of Stoic meditations—an instant Wall Street Journal and USA Today Bestseller. Why have history's greatest minds—from George Washington to Frederick the Great to Ralph Waldo Emerson, along with today's top performers from Super Bowl-winning football coaches to CEOs and celebrities—embraced the wisdom of the ancient Stoics? Because they realize that the most valuable wisdom is timeless and that philosophy is for living a better life, not a classroom exercise. The Daily Stoic offers 366 days of Stoic insights and exercises, featuring all-new translations from the Emperor Marcus Aurelius, the playwright Seneca, or slave-turned-philosopher Epictetus, as well as lesser-known luminaries like Zeno, Cleanthes, and Musonius Rufus. Every day of the year you'll find one of their pithy, powerful quotations, as well as historical anecdotes, provocative commentary, and a helpful glossary of Greek terms. By following these teachings over the course of a year (and, indeed, for years to come) you'll find the serenity, self-knowledge, and resilience you need to live well.

Investigation Of Competition In Digital Markets
United States Congress 2020-10-06
In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their poweraffects our economy and our democracy. Additionally,

the Subcommittee performed a review of existing antitrust laws, competition policies, and current enforcement levels to assess whether they areadequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies aswell as from third parties-totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online-including on the free and diverse press, innovation, and privacy-and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief ExecutiveOfficers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digitalmarkets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices hasrevealed common problems

Working From Home - Karen Mangia 2020-08-25 Master the delicate art of working from home with this comprehensive resource. Working from Home: Making the New Normal Work for You provides readers with a detailed strategy on how to turn working from home into a powerful career choice. Author and Salesforce executive Karen Mangia teaches readers how to: Build the future of work in any kind of space: ideas for your home office that fit anywhere Create personalized time management routines designed specifically for remote productivity, impact, and balance—even while wearing your sweatpants Deal with Zoom fatigue, burnout, and isolation, via untapped new strategies for connection and team-building, even when the team is remote Discover how to deliver powerful virtual presentations and build career impact online, with expert communication strategies designed for an online world Working from Home explains in detail how to turn even the smallest of living spaces into the ideal remote work environment. It comprehensively explores how you can make yourself vital to any organization without ever setting foot in an office building. Because success isn't a location: you can move your career forward from anywhere, if you know how to do it. This book will show you how to embrace the new normal and make sure your career doesn't miss a beat. Full of concrete strategies and practical advice, Working from Home is a must-read for anyone who wants to know how to find that elusive work/life balance when working remote. With guidance on how to create a work-from-home culture designed for success, it's a perfect choice for early-in-career professionals, sales leaders, team managers, and business executives looking for fresh ideas on the future of work.

The Generation Z Guide - Ryan Jenkins 2019-11-26 The Generation Z Guide equips professionals to improve recruitment, enhance engagement, and effectively train and develop the post-Millennial generation. Born after 1998, Generation Z ranges from those entering high school, completing undergraduate college, and starting careers. Generation Z is very different than Millennials and their rapid entrance into the workforce is increasing the complexity of managing and working across generations. In fact, 62 percent of Generation Z anticipate challenges working with Baby Boomers and Generation X. Generation Z has never known a Google-free world. Growing up during the most accelerated and game-changing periods of technological advancements in history has imprinted Generation Z with new behaviors, preferences, and expectations of work, communication, leadership, and much more. The Generation Z Guide's insights are research based and the applications are marketplace tested. Learn from leading companies on how best to attract, engage, and lead Generation Z.

No Bullsh*t Leadership - Chris Hirst 2019-05-02 WINNER OF BUSINESS BOOK OF THE YEAR AWARD 2020: LEADERSHIP FOR THE FUTURE A Financial Times Business Book of the Month 'A brilliant set of leadership tools that will help you

succeed whatever your goal' - Sir Clive Woodward 'A punchy, plainly written guide, offering a readable and enlightened view of what leaders do and how they should do it' - Financial Times 'A new rubric on leadership' - Evening Standard Inspiration behind the No Bullsh*t Leadership Intelligence Squared podcast Leadership is not some special club, open only to elites. It's not a gold star given only to those with expensive degrees. Leadership is for everyone. Based on the author's hard-won experience as a Global CEO, this smart, fun book delivers a step-by-step working manual on how to lead - for anyone. Full of simple and direct approaches, it demystifies an over-analysed subject to get to the heart of modern leadership: the life-changing, career-transforming power to get stuff done. These principles and actionable steps apply to every field, from small businesses to community initiatives, from schools to sports teams to global enterprises. No matter your goal, this book will show you how to: - make effective decisions - build a world-class team - take care of yourself and others - achieve results

Good to Great - Jim Collins 2011-07-19 The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and

Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

The Power of Onlyness - Nilofer Merchant 2017-08-29 An 800-CEO-READ Staff Pick Shortlisted for the Thinkers50 Breakthrough Idea Award A Financial Times Business Book of the Month "For any would-be activists who hear the voice: 'not me' or 'not now,' Merchant makes the strong case for 'yes you' and 'yes now'—and even shows you how to jump in." —Van Jones, host of CNN's The Messy Truth, author of Rebuild the Dream and The Green Collar Economy "The Power of Onlyness is a book for our times. . . . Merchant forces us to dig deep, into the book and ourselves, and it goes beyond self-knowledge and self-empowerment,

obliterating the fear of otherness with an understanding of the onlyness of us all." —Sally Haldorson, 800-CEO-READ An innovation expert illuminates why your power to make a difference is no longer bound by your status If you're like most people, you wish you had the ability to make a difference, but you don't have the credentials, or a seat at the table, can't get past the gatekeepers, and aren't high enough in any hierarchy to get your ideas heard. In The Power of Onlyness, Nilofer Merchant, one of the world's top-ranked business thinkers, reveals that, in fact, we have now reached an unprecedented moment of opportunity for your ideas to "make a dent" on the world. Now that the Internet has liberated ideas to spread through networks instead of hierarchies, power is no longer determined by your status, but by "onlyness"—that spot in the world only you stand in, a function of your distinct history and experiences, visions and hopes. If you build upon your signature ingredient of purpose and connect with those who are equally passionate, you have a lever by which to move the world. This new ability is already within your grasp, but to command it, you need to know how to meaningfully mobilize others around your ideas. Through inspirational and instructive stories, Merchant reveals proven strategies to unleash the centrifugal force of a new idea, no matter how weird or wild it may seem. Imagine how much better the world could be if every idea could have its shot, not just the ones that come from expected people and places. Which long-intractable problems would we solve, what new levels of creativity would be unlocked, and who might innovate a breakthrough that could benefit ourselves, our communities, and especially our economy. This limitless potential of onlyness has already been recognized by Thinkers 50, the Oscars of management, which cited it one of the five ideas that will shape business for next twenty years. Why do some individuals make scalable impact with their ideas, regardless of their power or status? The Power of Onlyness unravels this mystery for the first time so that anyone can make a dent. Even you.

Remote Leadership - David Pachter 2021-09-28 After three years of explosive growth and on the verge of profitable, in March of 2020, JumpCrew found itself in the same position as everyone else. Virtually overnight, offices across the country awoke to find a new, remote world -- and with it a new set of challenges. Overcoming these challenges to maintain an accelerated achievement organization would take a willingness to approach problems differently...to embrace a new style of leadership and tools to rapidly develop the same trusting relationships that had turned our office into a strong community working together. However, Remote Leadership: How to Accelerate Achievement and Create a Community in a Work-From-Home World is more than just the story of this defining moment. It's an in-depth look at what it means to be a leader at a time when the conventional role of the leader is being challenged and how to transform your organization into a stronger and more impactful community.

The Passionate Programmer - Chad Fowler 2009-05-28 Success in today's IT environment requires you to view your career as a business endeavor. In this book, you'll learn how to become an entrepreneur, driving your career in the direction of your choosing. You'll learn how to build your software development career step by step, following the same path that you would follow if you were building, marketing, and selling a product. After all, your skills themselves are a product. The choices you make about which technologies to focus on and which business domains to master have at least as much impact on your success as your technical knowledge itself--don't let those choices be accidental. We'll walk through all aspects of the decision-making process, so you can ensure that you're investing your time and energy in the right areas. You'll develop a structured plan for keeping your mind engaged and your skills fresh. You'll learn how to assess your skills in terms of where they fit on the value chain, driving you away from commodity skills and toward those that are in high demand. Through a mix of high-level, thought-provoking essays and tactical "Act on It" sections, you will come away with concrete plans you can put into action immediately. You'll also get a chance to read the perspectives of several highly successful members of our industry from a variety of career paths. As with any product or service, if nobody

knows what you're selling, nobody will buy. We'll walk through the often-neglected world of marketing, and you'll create a plan to market yourself both inside your company and to the industry in general. Above all, you'll see how you can set the direction of your career, leading to a more fulfilling and remarkable professional life.

Leading from Anywhere- David Burkus 2021-01-05
The ultimate guide to leading remote employees and teams, tackling the key challenges that managers face-from hiring and onboarding new members to building culture remotely, tracking productivity, communicating speedily, and retaining star employees

Remote Work Revolution - Tsedal Neeley 2021-03-30
LONGLISTED FOR THE FINANCIAL TIMES & MCKINSEY BUSINESS BOOK OF THE YEAR "I often talk about the importance of trust when it comes to work: the trust of your employees and building trust with your customers. This book provides a blueprint for how to build and maintain that trust and connection in a digital environment." —Eric S. Yuan, founder and CEO of Zoom A Harvard Business School professor and leading expert in virtual and global work provides remote workers and leaders with the best practices necessary to perform at the highest levels in their organizations. The rapid and unprecedented changes brought on by Covid-19 have accelerated the transition to remote working, requiring the wholesale migration of nearly entire companies to virtual work in just weeks, leaving managers and employees scrambling to adjust. This massive transition has forced companies to rapidly advance their digital footprint, using cloud, storage, cybersecurity, and device tools to accommodate their new remote workforce. Experiencing the benefits of remote working—including nonexistent commute times, lower operational costs, and a larger pool of global job applicants—many companies, including Twitter and Google, plan to permanently incorporate remote days or give employees the option to work from home full-time. But virtual work has it challenges. Employees feel lost, isolated, out of sync, and out of sight. They want to know how to build trust, maintain connections without in-person

interactions, and a proper work/life balance. Managers want to know how to lead virtually, how to keep their teams motivated, what digital tools they'll need, and how to keep employees productive. Providing compelling, evidence-based answers to these and other pressing issues, Remote Work Revolution is essential for navigating the enduring challenges teams and managers face. Filled with specific actionable steps and interactive tools, this timely book will help team members deliver results previously out of reach. Following Neeley's advice, employees will be able to break through routine norms to successfully use remote work to benefit themselves, their groups, and ultimately their organizations.

Learning the Vi Editor - Linda Lamb 1998
For many users, working in the Unix environment means usingvi, a full-screen text editor available on most Unix systems. Even those who knowvioften make use of only a small number of its features. Learning the vi Editoris a complete guide to text editing withvi. Topics new to the sixth edition include multiscreen editing and coverage of fourviclones:vim,elvis,nvi, andvileand their enhancements tovi, such as multi-window editing, GUI interfaces, extended regular expressions, and enhancements for programmers. A new appendix describesvi's place in the Unix and Internet cultures. Quickly learn the basics of editing, cursor movement, and global search and replacement. Then take advantage of the more subtle power ofvi. Extend your editing skills by learning to useex, a powerful line editor, from withinvi. For easy reference, the sixth edition also includes a command summary at the end of each appropriate chapter. Topics covered include: Basic editing Moving around in a hurry Beyond the basics Greater power withex Global search and replacement Customizingviandex Command shortcuts Introduction to theviclones' extensions Thenvi,elvis,vim, andvileeditors Quick reference toviandexcommands viand the Internet

The Art of the Start 2.0 - Guy Kawasaki 2015-03-03
Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business

owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science – the art of the start.

Steal Like an Artist - Austin Kleon 2012-02-28 You don't need to be a genius, you just need to be yourself. That's the message from Austin Kleon, a young writer and artist who knows that creativity is everywhere, creativity is for everyone. A manifesto for the digital age, Steal Like an Artist is a guide whose positive message, graphic look and illustrations, exercises, and examples will put readers directly in touch with their artistic side. When Mr. Kleon was asked to address college students in upstate New York, he shaped his speech around the ten things he wished someone had told him when he was

starting out. The talk went viral, and its author dug deeper into his own ideas to create Steal Like an Artist, the book. The result is inspiring, hip, original, practical, and entertaining. And filled with new truths about creativity: Nothing is original, so embrace influence, collect ideas, and remix and re-imagine to discover your own path. Follow your interests wherever they take you. Stay smart, stay out of debt, and risk being boring—the creative you will need to make room to be wild and daring in your imagination.

Digital Disruption - James McQuivey 2013 The barriers to entry in your market just vanished. Unexpected competitors are swarming in. Are you ready? You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. The only way to compete is to evolve. James McQuivey of Forrester Research has been teaching people how to do this for over a decade. He's gone into the biggest companies, even in traditional industries like insurance and consumer packaged goods, and changed the way they think about innovation. Now he's sharing his approach with you. McQuivey will show you how Dr. Hugh Reinhoff of Ferrokin BioSciences disrupted the pharmaceutical industry, streamlining connections with doctors and regulators to bring molecules to market far faster--and then sold out for $100 million. How Charles Teague and his team of four people created Lose It!, a weight loss application that millions have adopted, achieving rapid success and undermining titans like Weight Watchers and Jenny Craig in the process. Regardless of your background and industry, you can learn how to be a digital disruptor too. First, adopt the right mindset: Take risks, invest as cheaply as possible, and build on existing platforms to find the fastest path to solving a customer's problem. Second, seek the "adjacent possible"--the space just next to yours where new technology creates opportunity. That's how Benjamin Rubin and Paolo DePetrillo of Zeo created a $100 sleep monitor that does much of what you'd get from a $3,000 sleep lab visit. Finally, disrupt yourself. Use these tools to make parts of your business

obsolete before your competitors do. That's what Tim FitzRandolph did at Disney, creating a game that shot to the top of the app store charts. With the tools in this book you can assess your readiness, learn the disruptive mindset, and innovate rapidly, starting right within your own business.

The One Minute Manager - Kenneth H. Blanchard 2012
Details a simple, yet effective management system based on three fundamental strategies for earning raises, promotions, and power in business.

Managing The Professional Service Firm - David H. Maister 2012-12-11
Professional service firms differ from other business enterprises in two distinct ways: first they provide highly customised services thus cannot apply many of the management principles developed for product-based industries. Second, professional services are highly personalised, involving the skills of individuals. Such firms must therefore compete not only for clients but also for talented professionals. Drawing on more than ten years of research and consulting to these unique and creative companies, David Maister explores issues ranging from marketing and business development to multinational strategies, human resources policies to profit improvement, strategic planning to effective leadership. While these issues can be complex, Maister simplifies them by recognising that 'every professional service firm in the world, regardless of size, specific profession, or country of operation, has the same mission statement: outstanding service to clients, satisfying careers for its people and financial success for its owners.'

HBR Guide to Remote Work - Harvard Business Review 2021-02-02
Get your best work done, no matter where you do it. Video calls from your couch. Project reports in a coffee shop. Presentations at your kitchen table. Working remotely gives you more flexibility in how and where you do your job. But being part of a far-flung team can be challenging. How can you make remote work work for you? The HBR Guide to Remote Work provides practical tips and advice to help you stay productive, avoid distractions, and collaborate with your team, despite the distance that separates you. You'll learn to: Create a regular work-from-home routine Identify the right technology for your needs Run better virtual meetings Avoid burnout and video-call fatigue Manage remote employees Conduct difficult conversations when you can't meet in person Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

The Great CEO Within: The Tactical Guide to Company Building - Matt Mochary 2019-12-05
Matt Mochary coaches the CEOs of many of the fastest-scaling technology companies in Silicon Valley. With The Great CEO Within, he shares his highly effective leadership and business-operating tools with any CEO or manager in the world. Learn how to efficiently scale your business from startup to corporation by implementing a system of accountability, effective problem-solving, and transparent feedback. Becoming a great CEO requires training. For a founding CEO, there is precious little time to complete that training, especially at the helm of a rapidly growing company. Now you have the guidance you need in one book.

Rework - Jason Fried 2010-03-09
Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed

of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

Distributed Teams John O'Duinn 2021-01-20 Can you have a meaningful, well-paid career without a daily commute to a physical office, and without burning out? Can your team or organization work well together and maintain team culture, even when physically apart? Can your organization's "work from home" policy be a competitive advantage--improving organizational resilience while also addressing important social, diversity, urban planning and environmental issues? If you find yourself asking questions like these, this book is for you. This updated second edition features best practices from over 28 years working in, leading, and coaching globally distributed organizations--as well as lessons learned helping organizations quickly shift to fully distributed during COVID-19 office closures. Each short easy-to-read chapter has practical takeaways on what did--and did not--work from my own hard-learned lessons, along with a wide range of interviews with company founders, hedge fund managers, government agency leaders, software developers, accountants, political organizers, recruiters, military personnel, executive assistants and medical technicians.

Side Hustle Chris Guillebeau 2017-09-19 The author of the New York Times Bestseller THE $100 STARTUP, shows how to launch a profitable side hustle in just 27 days. To some, the idea of quitting their day job to start a business is exhilarating. For others, it's terrifying. After all, a job that produces a steady paycheck can be difficult to give up. But in a time when businesses have so little loyalty to employees that the very notion of "job security" has become a punchline, wouldn't it be great to have an additional source of income to fall back on? And wouldn't it be great to make that happen without leaving your day job? Enter the Side Hustle. Based on detailed information from hundreds of case studies, Chris Guillebeau provides a step-by-step guide that anyone can use to create and launch a profitable project in less than a month. Designed for the busy and impatient, this plan will have you generating income immediately, without the risk of throwing yourself head first into the world of entrepreneurship. Whether you just want to make some extra money, or start something that may end up replacing your day job entirely, the side hustle is the new job security. When you generate income from multiple sources, it gives you options, and in today's world, options aren't just nice to have: they're essential. You don't need entrepreneurial experience to launch a profitable side hustle. You don't need a business degree, know how to code, or be an expert marketer. And you certainly don't need employees or investors. With this book as your guide, anyone can learn to build a fast track to freedom.

The Unwritten Laws of Engineering W.J. King 1944 Some years ago the author became very much impressed with the fact, which can be observed in any engineering organization, that the chief obstacles to the success of individual engineers or of the group comprising a unit were of a personal and administrative rather than a technical nature. It was apparent that both the author and his associates were getting into much more trouble by violating the unwritten laws of professional conduct than by committing technical sins against the well-documented laws of science. Since the former appeared to be indeed unwritten at that time, as regards any adequate and convenient text, the following "laws" were originally formulated and collected into a sort of scrapbook, to provide a set of "house rules," or a professional code, for a design-engineering section of a large manufacturing organization. Although they are admittedly fragmentary and incomplete, they are offered here for whatever they may be worth to younger men just starting their careers, and to older men who know these things perfectly well but who all too often fail to apply them in practice. Just a few points should be emphasized: None of these "laws" is theoretical or imaginary, and however obvious and trite they may appear, their repeated violation is responsible for much of the frustration and embarrassment to which engineers everywhere arc liable. In fact this paper is primarily a record, derived from direct observation over a

period of seventeen years, of the experience of four engineering departments, three of them newly organized and struggling to establish themselves by the trial-and-error method. It has, however, been supplemented and confirmed by the experience of others as gathered from numerous discussions, lectures, and the literature, so that it most emphatically does not reflect the unique experience or characteristics of any one organization. Furthermore, many of these rules are generalizations to which exceptions will occur in special circumstances. There is no thought of urging a slavish adherence to rules and red tape, for there is no substitute for judgment, and at times vigorous individual initiative is needed to cut through formalities in an emergency. But in many respects these laws are like the basic laws of society; they cannot be violated too often with impunity, notwithstanding striking exceptions in individual cases.

The Rails 5 Way - Obie Fernandez 2017-11-22
The "Bible" for Rails Development: Fully Updated for Rails 5 "When I read The Rails Way for the first time, I felt like I truly understood Rails for the first time." —Steve Klabnik, Rails contributor and mentor The Rails™ 5 Way is the comprehensive, authoritative reference guide for professionals delivering production-quality code using modern Ruby on Rails. Obie Fernandez illuminates the entire Rails 5 API, its most powerful idioms, design approaches, and libraries. He presents new and updated content on Action Cable, RSpec 3.4, Turbolinks 5.0, the Attributes API, and many other enhancements, both major and subtle. Through detailed code examples, you'll dive deep into Ruby on Rails, discover why it's designed as it is, and learn to make it do exactly what you want. Proven in thousands of production systems, the knowledge in this book will maximize your productivity and help you build more successful solutions. Build powerful, scalable, REST-compliant back-end services Program complex program flows using Action Controller Represent models, relationships, and operations in Active Record, and apply advanced Active Record techniques Smoothly evolve database schema via Migrations Craft front-ends with ActionView and the Asset Pipeline Optimize performance and scalability with caching and Turbolinks 5.0 Improve your

productivity using Haml HTML templating Secure your systems against attacks like SQL Injection, XSS, and XSRF Integrate email using Action Mailer Enable real-time, websockets-based browser behavior with Action Cable Improve responsiveness with background processing Build "API-only" back-end projects that speak JSON Leverage enhancements to Active Job, serialization, and Ajax support

It Doesn't Have to Be Crazy at Work - Jason Fried 2018-10-04
Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller Rework, are back with a manifesto to combat all your modern workplace worries and fears.

Brazen Careerist - Penelope Trunk 2009-05-30
Are you taking long lunches? Ignoring sexual harassment? Do you keep your desk neat to the point of looking like you don't have enough to do? The answer to all three should be yes, if you want to succeed in your career on your own terms. Penelope Trunk, expert business advice columnist for the Boston Globe, gives anything but standard advice to help members of the X and Y generations succeed on their own terms in any industry. Trunk asserts that a take-charge attitude and thinking outside the box are the only ways to make it in today's job market. With 45 tips that will get you thinking bigger, acting bolder, and blazing trails you never thought possible, BRAZEN CAREERIST will forever change your career outlook. Guy Kawasaki, author of The Art of the Start "Take everything you think you 'know' about career strategies, throw them away, and read this book because the rules have changed. 'Brazen,' 'counter-intuitive,' and 'radical' are the best three descriptions of Trunk's work. Life is too short to be stuck in a rat hole..." Robert I. Sutton, Ph.D, author of the New York Times Bestseller The No Asshole Rule "A delightful book, with some edgy advice that made me squirm a bit at times. I agreed with 90% of it, found myself arguing with the other 10%, and was completely engaged from start to finish." Paul D. Tieger, author of Do What You Are and CEO of SpeedReading People, LLC "Penelope Trunk brings considerable savvy and a fresh new perspective to the business of career success. Bold and sometimes unconventional, BRAZEN CAREERIST gives readers much to think about as well as concrete,

practical suggestions that will help them know what they want, and know how to get it." Keith Ferrazzi, bestselling author of Never Eat Alone: And Other Secrets to Success, One Relationship at a Time "BRAZEN CAREERIST has the street-smarts you need to make your career and life work for you from the start. Read it now, or you'll wish you had when you're 40!"

The Soul of an Entrepreneur David Sax 2020-04-21
An award-winning business writer dismantles the myths of entrepreneurship, replacing them with an essential story about the experience of real business owners in the modern economy. We're often told that we're living amidst a startup boom. Typically, we think of apps built by college kids and funded by venture capital firms, which remake fortunes and economies overnight. But in reality, most new businesses are things like restaurants or hair salons. Entrepreneurs aren't all millennials -- more often, it's their parents. And those small companies are the fabric of our economy. The Soul of an Entrepreneur is a business book of a different kind, exploring our work but also our passions and hopes. David Sax reports on the deeply personal questions of entrepreneurship: why an immigrant family risks everything to build a bakery; how a small farmer fights to manage his debt; and what it feels like to rise and fall with a business you built for yourself. This book is the real story of entrepreneurship. It confronts both success and failure, and shows how they can change a human life. It captures the inherent freedom that entrepreneurship brings, and why it matters.

Virtual Team Success - Richard Lepsinger 2010-09-09
Praise for VIRTUAL TEAM SUCCESS "There's no school for this yet, but when the first is established, Virtual Team Success: A Practical Guide for Working and Leading from a Distance will certainly be the core curriculum." —JESSICA LIPNACK AND JEFFREY STAMPS, CEO and co-founders, NetAge "Virtual Team Success is a must have for anyone managing geographically-dispersed teams. DeRosa and Lepsinger bring experience and credentials to guide us all through the labyrinth of problems that so often derail virtual teams. As our global businesses become increasingly complex, I can't imagine a more timely or better resource." —JAY MOLDENHAUER-SALAZAR, vice president, talent management, The Gap "For global teams that want to be top-performing, Virtual Team Success should be their team handbook. It's loaded with tools, checklists, models, and practical recommendations for working and leading from a distance. This is the kind of book virtual teams really need to be successful. I've been waiting for a book like this and look forward to recommending it as a resource that can help improve the performance of our teams!" —KATHLEEN MCGUIRE, manager organizational development, Bayer Healthcare HR Global Leadership Development "Virtual teams are intended to make optimal use of expertise spread across the world, but performance excellence is the exception and mediocrity the rule. After extensive and careful study of real teams, DeRosa and Lepsinger have captured essential information, principles of operation, and tools in a highly readable volume that can help thoughtful readers elevate the performance of the teams significantly. The practical focus, collection of techniques and tools, and "how to" tips provide an essential foundation for anyone with virtual team responsibility. The organization of the book centered around challenges, differentiators, and lessons will facilitate finding answers to any problem the team faces. The RAMP model makes it easy to focus on what's important in enabling top performance." —MIKE BEYERLEIN, professor, Organizational Leadership, Purdue University

Agile Web Development with Rails 5.1 - Sam Ruby 2017-11-16
Learn Rails the way the Rails core team recommends it, along with the tens of thousands of developers who have used this broad, far-reaching tutorial and reference. If you're new to Rails, you'll get step-by-step guidance. If you're an experienced developer, get the comprehensive, insider information you need for the latest version of Ruby on Rails. The new edition of this award-winning classic is completely updated for Rails 5.1 and Ruby 2.4, with information on system testing, Webpack, and advanced JavaScript. Ruby on Rails helps you produce high-quality, beautiful-looking web applications quickly---you concentrate on

creating the application, and Rails takes care of the details. Rails 5.1 brings many improvements, and this edition is updated to cover the new features and changes in best practices. We start with a step-by-step walkthrough of building a real application, and in-depth chapters look at the built-in Rails features. Follow along with an extended tutorial as you write a web-based store application. Eliminate tedious configuration and housekeeping; seamlessly incorporate Ajax and JavaScript; send emails and manage background jobs with ActiveJob; build real-time features using WebSockets and ActionCable. Test your applications as you write them using the built-in unit, integration, and system testing frameworks; internationalize your applications; and deploy your applications easily and securely. New in this edition is support for Webpack and advanced JavaScript, as well as Rails' new browser-based system testing. Rails 1.0 was released in December 2005. This book was there from the start, and didn't just evolve alongside Rails, it evolved with Rails. It has been developed in consultation with the Rails core team. In fact, Rails itself is tested against the code in this book. What You Need: All you need is a Windows, Mac OS X, or Linux machine to do development on. This book will take you through the steps to install Rails and its dependencies. If you aren't familiar with the Ruby programming language, this book contains a chapter that covers the basics necessary to understand the material in the book.

Getting Real - Jason Fried 2006
Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000

people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

Defensive Design for the Web - Matthew Linderman 2004
Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and improve it over the long term.

Remote - Jason Fried 2013-10-29
The classic guide to working from home and why we should embrace a virtual office, from the bestselling authors of Rework "A paradigm-smashing, compulsively readable case for a radically remote workplace."—Susan Cain, New York Times bestselling author of Quiet Does working from home—or anywhere else but the office—make sense? In Remote, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument. While providing a complete overview of remote work's challenges, Jason and David persuasively argue that, often, the advantages of working "off-site" far outweigh the drawbacks. In the past decade, the "under one roof" model of conducting work has been steadily declining, owing to technology that is rapidly creating virtual workspaces. Today the new paradigm is "move work to the workers, rather than workers to the workplace." Companies see advantages in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work means working at the best job (not just one that is nearby) and achieving a harmonious work-life balance while increasing productivity. And those are just some of the perks to be gained from leaving the office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you're a manager

fretting over how to manage workers who "want out" or a worker who wants to achieve a lifestyle upgrade while still being a top performer professionally, this book is your indispensable guide.

Escape From Cubicle Nation - Pamela Slim 2009-04-30
Pamela Slim, a former corporate training manager, left her office job twelve years ago to go solo and has enjoyed every bit of it. In her groundbreaking book, based on her popular blog Escape from Cubicle Nation, Slim explores both the emotional issues of leaving the corporate world and the nuts and bolts of launching a business. Drawing on her own career, as well as stories from her coaching clients and blog readers, Slim will help readers weigh their options, and make a successful escape if they decide to go for it.

RESTful Web Services Leonard Richardson 2008-12-17
"Every developer working with the Web needs to read this book." -- David Heinemeier Hansson, creator of the Rails framework "RESTful Web Services finally provides a practical roadmap for constructing services that embrace the Web, instead of trying to route around it." -- Adam Trachtenberg, PHP author and EBay Web Services Evangelist You've built web sites that can be used by humans. But can you also build web sites that are usable by machines? That's where the future lies, and that's what RESTful Web Services shows you how to do. The World Wide Web is the most popular distributed application in history, and Web services and mashups have turned it into a powerful distributed computing platform. But today's web service technologies have lost sight of the simplicity that made the Web successful. They don't work like the Web, and they're missing out on its advantages. This book puts the "Web" back into web services. It shows how you can connect to the programmable web with the technologies you already use every day. The key is REST, the architectural style that drives the Web. This book: Emphasizes the power of basic Web technologies -- the HTTP application protocol, the URI naming standard, and the XML markup language Introduces the Resource-Oriented Architecture (ROA), a common-sense set of rules for designing RESTful web services

Shows how a RESTful design is simpler, more versatile, and more scalable than a design based on Remote Procedure Calls (RPC) Includes real-world examples of RESTful web services, like Amazon's Simple Storage Service and the Atom Publishing Protocol Discusses web service clients for popular programming languages Shows how to implement RESTful services in three popular frameworks -- Ruby on Rails, Restlet (for Java), and Django (for Python) Focuses on practical issues: how to design and implement RESTful web services and clients This is the first book that applies the REST design philosophy to real web services. It sets down the best practices you need to make your design a success, and the techniques you need to turn your design into working code. You can harness the power of the Web for programmable applications: you just have to work with the Web instead of against it. This book shows you how.

Getting Organized in the Google Era - Douglas Merrill 2010-03-16
Whether it's a faulty memory, a tendency to multitask, or difficulty managing our time, every one of us has limitations conspiring to keep us from being organized. But, as organizational guru and former Google CIO Douglas C. Merrill points out, it isn't our fault. Our brains simply aren't designed to deal with the pressures and competing demands on our attention in today's fast-paced, information-saturated, digital world. What's more, he says, many of the ways in which our society is structured are outdated, imposing additional chaos that makes us feel stressed, scattered, and disorganized. But it doesn't have to be this way. Luckily, we have a myriad of amazing new digital tools and technologies at our fingertips to help us manage the strains on our brains and on our lives; the trick is knowing when and how to use them. This is why Merrill, who helped spearhead Google's effort to "organize the world's information," offers a wealth of tips and strategies for how to use these new tools to become more organized, efficient, and successful than ever. But if you're looking for traditional, rigid, one-size-fits-all strategies for organization, this isn't the book for you. Instead, Merrill draws on his intimate knowledge of how the brain works to help us develop fresh, innovative, and flexible systems of organization tailored to our individual goals,

constraints, and lifestyles. From how to harness the amazing power of search, to how to get the most out of cloud computing, to techniques for filtering through the enormous avalanche of information that assaults us at every turn, to tips for minimizing distractions and better integrating work and life, Getting Organized in the Google Era is chock-full of practical, invaluable, and often counterintuitive advice for anyone who wants to be more organized and productive–and less stressed--in our 21st-century world.