

Hit Refresh: The Quest to Rediscover Microsoft's Soul And Imagine A Better Future For Everyone

Imagine if you could see the playbook that returned a struggling tech empire to the top of the tech leaderboard. The Microsoft Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled the tech company to once again become a leading tech innovator. It wasn't so long ago that Microsoft and its Windows operating system dominated the tech industry so much so that they faced antitrust charges for what was perceived by many to be predatory, monopolistic practices. Less than a decade later, the tide had turned and Microsoft lost its dominance in the personal tech marketplace amidst the launch of the iPhone, the rise of Google, and the cloud computing phenomenon. But, now, Microsoft is back on top. The company's value is soaring and once again Microsoft is being recognized as a tech leader once again. What changed? Since Satya Nadella took over as CEO, the company has gone through significant changes. The company culture has become one of creativity and innovation, no longer requiring that all products revolve around Windows. The company has reevaluated their business lines, getting rid of underperforming initiatives such as smartphones, and focused on the area of growth where the company excelled: the cloud. Through the story of Microsoft, you'll learn: How to build a nimble company culture that supports innovation and growth. How to return a forgotten brand to the spotlight.

How to recognize and build upon successful business lines, while letting go of underperforming initiatives. When to change the entire way you do business. And much, much more.

#1 New York Times bestselling author Iona Andrews invites you to experience the first novel in the "intriguing world" (Locus) of Kate Daniels with this special edition of Magic Bites. . . . Kate Daniels is a down-on-her-luck mercenary who makes her living cleaning up magical problems. But when Kate's guardian is murdered, her quest for justice draws her into a power struggle between two strong factions within Atlanta's magic circles. Pressured by both sides to find the killer, Kate realizes she's way out of her league—but she wouldn't want it any other way. . . . This special edition includes in-depth information about the world of Kate Daniels, with descriptions of its characters and factions. Explore Kate's Atlanta like never before with answers to FAQ and a quiz to find your place there. And don't miss the prequel story "A Questionable Client," as well as scenes of events in Magic Bites from Curran's point of view.

Learn from a master of quantitative finance the rules that made him a success. The UNRules presents the dynamic rules for success in the age of exponential information. Written by Igor Tulchinsky, the trader behind global quantitative investment management firm WorldQuant, this book is more than just another Big Data guide for financial works – it's a prescriptive, inspirational book for everyone navigating the tidal waves of the information age. Data is everywhere, coming at us in a never-ceasing, ever-rising river that threatens to overwhelm us. Tulchinsky shows us, however, how patterns underlie that data – patterns that may dictate life or death, success or failure. The marriage of man and machines has allowed scientists to explore increasingly complex worlds, to predict outcomes and eventualities. This book demonstrates how to exercise real intelligence by discerning the patterns that surround us every day and how to leverage this information into success in the workplace and beyond. Igor Tulchinsky has spent his career discerning meaningful patterns in information. For decades, Tulchinsky has been at the forefront of developing predictive trading algorithms known as alpha – a quest that has led Tulchinsky to explore the nature of markets, the fundamentals of risk and reward, and the science behind complex nonlinear systems. Tulchinsky explains what we know of these systems, both natural and man-made, in accessible and personal terms, and he shares how alpha has driven his success as an investor and shaped his central "UNRule," which is that no rule applies in every case. As markets evolve, even the most effective trading algorithms weaken over time. Decades of creating successful alpha – and learning how to effectively transform them into strategies – have taught Tulchinsky about the need to combine flexibility and focus, discipline and creativity when building complex models. At a time when data and computing power are exploding exponentially, The UNRules provides an expert introduction to our increasingly quantitative world.

It's Never Too Late to Top Your Personal Best. Both a riveting account of a life spent pulling off improbable triumphs and a report back from the front of the global-energy and natural-resource wars, The First Billion Is the Hardest tells the story of the remarkable late-life comeback that brought the famed oilman and maverick back from bankruptcy and clinical depression. Along the way, the man often called the "Oracle of Oil" shares the insights that have made him a legend—and describes the billion-dollar bets he is now making in hopes of securing America's energy independence. "Bassy . . . breezes along . . . salted with earthy aphorisms. "—Bloomberg Businessweek "Boone's analysis of America's energy situation is 100 percent on the money. . . . The country should listen to him—now!" —Warren Buffett, chairman and CEO, Berkshire Hathaway "Self-deprecating and audacious. . . overall, it's decidedly informative about the machinations of business. " —Dallas Morning News "A fascinating, eye-opening book by one of America's greatest iconoclasts and entrepreneurs. Boone Pickens' sense of daring and innovation has never been sharper."—Steve Forbes, president and CEO, Fozber Inc. and editor in chief of Forbes magazine

The future of work is already here, and what this future looks like must be a pressing concern for the current generation of leaders in both the private and public sectors. In the next ten to fifteen years, rapid change in a post-pandemic world and emerging technology will revolutionize nearly every job, eliminate some, and create new forms of work that we have yet to imagine. How can we survive and thrive in the face of such drastic change? Deanna Mulligan offers a practical, broad-minded look at the effects of workplace evolution and automation and why the private sector needs to lead the charge in shaping a values-based response. With a focus on the power of education, Mulligan proposes that the solutions to workforce upheaval lie in reskilling and retraining for individuals and companies adapting to rapid change. By creating lifelong learning opportunities that break down boundaries between the classroom and the workplace, businesses can foster personal and career well-being and growth for their employees. Drawing on her own experiences, historical examples, and reports from the frontiers where these issues are unfolding, Mulligan details how business leaders can prepare for and respond to technological disruption. Providing a framework for concrete and meaningful action, Hire Purpose is an essential read about the transformations that will shape the next decade and beyond.

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megadrain. It was hard to imagine that anyone could fill his shoes—especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone. " But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the inside, Kahney explains how the company has succeeded more than anyone had thought possible.

Demonstrates how the competition to solve pressing energy problems has become an engine of political and economic change, and shares inside stories of current and developing energy sources from different world regions. Chronicles the career of "Chairman Bill" Gates, the computer whiz kid who commands the powerful Microsoft computer software empire.

The Making of Microsoft Better Business Makes the Greater Good The Unicorn Quest

Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone Tim Cook

Hit Refresh

How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World Personal Guide to Finding Your Authentic Leadership

Business Recoded

Battling the Contradictions of Its Leadership Strategy, Security and Terrorism in India

How Bill Gates and His Team Created the World's Most Successful Software Company

HIT REFRESH.

Bill Gates and the Making of the Microsoft Empire

What do Naxal terrorists have in common with Somali pirates? What man-made event triggers more refugees than all wars put together? How do terrorist movements end? And how can you help? Everyman's War is a collection of insightful essays that describe our participatory role in securing ourselves and our progeny. Defence, internal security, and terrorism are important yet closely guarded issues. Even as our rising power takes increasing terror tale centrastage, there continues to be limited access to information on the subjects of national defence and security—especially in a language that a layman can understand. Raghu Raman, an expert on security and terrorism, presents issues of defence, strategy and national security in an engaging narrative, with historical and contemporary examples. He recalibrates the great 'India rising' story with its real and present dangers and the role of a regular citizen in this everyman's war.

"Intriguing passages. . . . Computerworld The Making of Microsoft reveals the inside story of one of the most successful American companies of the microcomputer revolution. The Ability Hacks is the story of two Microsoft hackathon teams, one in the summer of 2014 and one the following summer of 2015. The first would pioneer new software to revolutionize the mobility of tens of thousands of people who live with severe paralysis caused by ALS, Parkinson's, cerebral palsy and traumatic neurological injuries. The second team would pioneer software to help kids with dyslexia read and love learning for the first time in their lives. This is the story of two small groups of driven, focused and passionate software engineers, program managers, marketers and advocates. It's the story of realizing the transformative power of technology for people with disabilities, not just for traditional consumer and industrial markets. It's the story of doing something truly great + improving outcomes for everyone, discovering a design ethos and blazing a new trail for accessibility. Read more: More than one billion people around the world live with a disability of some kind, and it's estimated two-thirds of us know someone with a disability. Almost everyone will be temporarily or permanently impaired at some point in life, and those who survive to old age will experience increasing difficulties in functioning according to the World Health Organization. This book explores an optimistic belief that computer software and hardware can empower people with disabilities in a multitude of scenarios. As one engineer interviewed for The Ability Hacks said, "It's not about the technology, it's about the people."

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employees while making the world a better place. Early on in the Microsoft story, Bill Gates and other key executives met to decide how they would incentivize employees to make a charitable impact. The status quo at that time was to offer some small percentage of your paycheck as a pretax deduction to a charity selected by your company. Microsoft decided to do something revolutionary instead. The Purpose Mindset tells the inside story behind how Microsoft built its culture of giving, including powerful stories from Microsoft alumni who were in the room when these decisions were made or who went on to make powerful change in the world, emboldened by their time at Microsoft. The Purpose Mindset also tells the story of how this culture of giving that has been so successful at Microsoft in regard to job satisfaction, recruiting, and employee retention can be duplicated in your own work life, whether you are a business leader or you are seeking employment at a company that contributes to something greater than themselves. Throughout these pages, charitably-engaged alumni such as author Akhtar Badshah, the head of Microsoft's Philanthropy program from 2004-2014, take readers through the first-of-its-kind decisions that have empowered and incentivized employees: Hear the first-hand accounts from interviews with Microsoft executives such as Jeff and Tricia Raikes, Patrick Awuah, Paul Maritz, and many others. Learn how Microsoft's early decision to encourage employees to support causes personal to them was a key impetus to multiplying the impact. Get insider accounts on the key decisions Microsoft has made along its journey to make individual philanthropy a core element of their culture. See how its culture of giving is one of the key elements to Microsoft's success in attracting and retaining top talent.

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