

The Four The Hidden Dna Of Amazon Apple Facebook And Google

"Blazingly original, wry, and perfectly attuned to the oddness—and the profundity—of life" (Cristina Henríquez), Claire Luchette's debut, *Agatha of Little Neon*, is a novel about yearning and sisterhood, figuring out how you fit in (or don't), and the unexpected friends who help you find your truest self. Agatha has lived every day of the last nine years with her sisters: they work together, laugh together, pray together. Their world is contained within the little house they share. The four of them are devoted to Mother Roberta and to their quiet, purposeful life. But when the parish goes broke, the sisters are forced to move. They land in Woonsocket, a former mill town now dotted with wind turbines. They take over the care of a halfway house, where they live alongside their charges, such as the jawless Tim Gary and the headstrong Lawnmower Jill. Agatha is forced to venture out into the world alone to teach math at a local all-girls high school, where for the first time in years she has to reckon all on her own with what she sees and feels. Who will she be if she isn't with her sisters? These women, the church, have been her home. Or has she just been hiding? Disarming, delightfully deadpan, and full of searching, Claire Luchette's *Agatha of Little Neon* offers a view into the lives of women and the choices they make.

An unconventional book of wisdom and life advice from renowned business school professor and New York Times bestselling author of *The Four* Scott Galloway. Scott Galloway teaches brand strategy at NYU's Stern School of Business, but his most popular lectures deal with life

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strategy, not business. In the classroom, on his blog, and in YouTube videos garnering millions of views, he regularly offers hard-hitting answers to the big questions: What's the formula for a life well lived? How can you have a meaningful career, not just a lucrative one? Is work/life balance possible? What are the elements of a successful relationship? The Algebra of Happiness: Notes on the Pursuit of Success, Love, and Meaning draws on Professor Galloway's mix of anecdotes and no-BS insight to share hard-won wisdom about life's challenges, along with poignant personal stories. Whether it's advice on if you should drop out of school to be an entrepreneur (it might have worked for Steve Jobs, but you're probably not Steve Jobs), ideas on how to position yourself in a crowded job market (do something "boring" and move to a city; passion is for people who are already rich), discovering what the most important decision in your life is (it's not your job, your car, OR your zip code), or arguing that our relationships to others are ultimately all that matter, Galloway entertains, inspires, and provokes. Brash, funny, and surprisingly moving, The Algebra of Happiness represents a refreshing perspective on our need for both professional success and personal fulfillment, and makes the perfect gift for any new graduate, or for anyone who feels adrift.

An ethologist shows man to be a gene machine whose world is one of savage competition and deceit

The acclaimed NYU business professor's tour-de-force on the true nature of technology's titans, and what happens next in their struggle to dominate our lives. Apple, Amazon, Google, and Facebook are in an unprecedented race towards a \$1 trillion valuation--and whoever gets there first will exert untold influence over our economy, public policy, and consumer behavior. How did these four become so successful? How high can they continue to rise? Does any

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other company stand a chance of competing? To these questions and more, acclaimed NYU / Stern professor Scott Galloway brings bracing answers. In his highly provocative first book, he pulls back the curtain on exactly how Amazon, Apple, Facebook, and Google built their massive empires. While the media spins tales about superior products and designs, and the power of technological innovation, Galloway exposes the truth about these "Four Horsemen": None of these four are first movers technologically; they've either copied, stolen, or acquired their ideas. Each company uses evolutionary psychology to appeal to our basest instincts: Amazon, our need to hunt and gather; Apple, our need to procreate; Facebook, our need for love; and Google, our need for a God. These companies are uniquely successful at leveraging competitive advantage built by digital and then protected by analog moats, from an empire of retail stores (Apple) to the world's most efficient physical distribution network (Amazon.) Through analysis that's both rigorous and entertaining, Galloway outlines the path for the next trillion-dollar company (the Fifth Horseman) and points to which companies are in the running. (Uber, sure; less obvious, Microsoft and Starbucks.) As with Peter Thiel's Zero to One, readers will come away with fresh, game-changing insights about what it takes to win in today's economy.

From a cutting-edge cultural commentator and documentary filmmaker, a bold and brilliant challenge to cherished notions of the Internet as the great democratizing force of our age. The Internet has been hailed as a place where all can be heard and everyone can participate equally. But how true is this claim? In a seminal dismantling of techno-utopian visions, *The People's Platform* argues that for all that we "tweet" and "like" and "share," the Internet in fact reflects and amplifies real-world inequities at least as much as it ameliorates them. Online, just

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as off-line, attention and influence largely accrue to those who already have plenty of both. What we have seen in the virtual world so far, Astra Taylor says, has been not a revolution but a rearrangement. Although Silicon Valley tycoons have eclipsed Hollywood moguls, a handful of giants like Amazon, Apple, Google and Facebook still dominate our lives. And the worst habits of the old media model--the pressure to be quick and sensational, to seek easy celebrity, to appeal to the broadest possible public--have proliferated online, where every click can be measured and where "aggregating" the work of others is the surest way to attract eyeballs and ad revenue. In a world where culture is "free," creative work has diminishing value, and advertising fuels the system, the new order looks suspiciously just like the old one. We can do better, Taylor insists. The online world does offer an unprecedented opportunity, but a democratic culture that supports diverse voices, work of lasting value, and equitable business practices will not appear as a consequence of technology alone. If we want the Internet to truly be a people's platform, we will have to make it so.

One of Apple's Most Anticipated Books of Winter 2021 A quest to explore some of the most spectacular ancient cities in human history—and figure out why people abandoned them. In *Four Lost Cities*, acclaimed science journalist Annalee Newitz takes readers on an entertaining and mind-bending adventure into the deep history of urban life. Investigating across the centuries and around the world, Newitz explores the rise and fall of four ancient cities, each the center of a sophisticated civilization: the Neolithic site of Çatalhöyük in Central Turkey, the Roman vacation town of Pompeii on Italy's southern coast, the medieval megacity of Angkor in Cambodia, and the indigenous metropolis Cahokia, which stood beside the Mississippi River where East St. Louis is today. Newitz travels to all four sites and investigates the cutting-edge

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research in archaeology, revealing the mix of environmental changes and political turmoil that doomed these ancient settlements. Tracing the early development of urban planning, Newitz also introduces us to the often anonymous workers—slaves, women, immigrants, and manual laborers—who built these cities and created monuments that lasted millennia. *Four Lost Cities* is a journey into the forgotten past, but, foreseeing a future in which the majority of people on Earth will be living in cities, it may also reveal something of our own fate.

A New York Times bestseller! A revelatory look at how our environment unconsciously yet dramatically shapes the judgments and decisions we make every day Most of us go through life believing that we are in control of the choices we make—that we think and behave almost independently from the world around us. But as *Drunk Tank Pink* illustrates, the truth is our environment shapes our thoughts and actions in myriad ways without our permission or even our knowledge. Armed with surprising data and endlessly fascinating examples, Adam Alter addresses the subtle but substantial ways in which outside forces influence us—such as color's influence on mood, our bias in favor of names with which we identify, and how sunny days can induce optimism as well as aggression. *Drunk Tank Pink* proves that the truth behind our feelings and actions goes much deeper than the choices we take for granted every day.

What would it mean to discover an ancient language—a literal message—hidden within the DNA of life itself? What we once believed of our past is about to change. . . . A coded message has been found within the molecules of life, deep within the DNA in each cell of our bodies.

Through a remarkable discovery linking Biblical alphabets to our genetic code, the "language of life" may now be read as the ancient letters of a timeless message. Regardless of race, religion, heritage, or lifestyle, the message is the same in each cell of every woman, child, and

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man, past and present. Sharing all-new, fascinating research, Gregg Braden discusses the life-changing discovery that led him from a successful career in the aerospace and defense industries to an extensive 12-year study of the most sacred and honored traditions of humankind.

BRILLIANTLY EXPLORING TODAY'S CUTTING-EDGE BRAIN RESEARCH, MIND WIDE OPEN IS AN UNPRECEDENTED JOURNEY INTO THE ESSENCE OF HUMAN PERSONALITY, ALLOWING READERS TO UNDERSTAND THEMSELVES AND THE PEOPLE IN THEIR LIVES AS NEVER BEFORE. Using a mix of experiential reportage, personal storytelling, and fresh scientific discovery, Steven Johnson describes how the brain works -- its chemicals, structures, and subroutines -- and how these systems connect to the day-to-day realities of individual lives. For a hundred years, he says, many of us have assumed that the most powerful route to self-knowledge took the form of lying on a couch, talking about our childhoods. The possibility entertained in this book is that you can follow another path, in which learning about the brain's mechanics can widen one's self-awareness as powerfully as any therapy or meditation or drug. In *Mind Wide Open*, Johnson embarks on this path as his own test subject, participating in a battery of attention tests, learning to control video games by altering his brain waves, scanning his own brain with a \$2 million fMRI machine, all in search of a modern answer to the oldest of questions: who am I? Along the way, Johnson explores how we "read" other people, how the brain processes frightening events (and how we might rid ourselves of the scars those memories leave), what the neurochemistry is behind love and sex, what it means that our brains are teeming with powerful chemicals closely related to recreational drugs, why music moves us to tears, and

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where our breakthrough ideas come from. Johnson's clear, engaging explanation of the physical functions of the brain reveals not only the broad strokes of our aptitudes and fears, our skills and weaknesses and desires, but also the momentary brain phenomena that a whole human life comprises. Why, when hearing a tale of woe, do we sometimes smile inappropriately, even if we don't want to? Why are some of us so bad at remembering phone numbers but brilliant at recognizing faces? Why does depression make us feel stupid? To read *Mind Wide Open* is to rethink family histories, individual fates, and the very nature of the self, and to see that brain science is now personally transformative -- a valuable tool for better relationships and better living.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will learn about the hidden DNA of four of the world's largest companies: Amazon, Apple, Facebook and Google, known as the Four. You will also learn : that the Four had a combined market capitalization of \$2.3 trillion in 2017; that Facebook has 1.2 billion users; that Google has 2 billion users; that Amazon's market capitalization in 2017 was greater than the combined market capitalization of twelve of the world's largest retailers; that Google is one of the most profitable companies in the world; that the first two mobile applications in the United States belong to the Facebook group. The Four, that is, Amazon, Apple, Facebook and Google, are the companies on the planet that have the greatest influence on today's modernity. Everyone knows these companies, or at least believes they do. And everyone is wrong. Because their hidden DNA is very different from the nice, "civic-minded" and a bit mawkish, a bit boy-scout image that these firms go to great lengths to dismiss from them. As is often the case, their true identity is based on an insatiable

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quest for power and domination, first economic, then cultural and social. All the facts are brought to light by Scott Galloway in "The Four". *Buy now the summary of this book for the modest price of a cup of coffee!

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast,

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Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It can almost be summed up by the button on every page: "Buy now with one click." Why has Amazon been so successful? Much of it has to do with Jeff Bezos, the CEO and founder, whose unique combination of character traits and business strategy have driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur. His success can be credited to his forward-looking insights and ruthless business sense. Brandt explains: Why Bezos decided to allow negative product reviews, correctly guessing that the earned trust would outweigh possible lost sales. Why Amazon zealously guards some patents yet freely shares others. Why Bezos called becoming profitable the "dumbest" thing they could do in 1997. How Amazon.com became one of the only dotcoms to survive the bust of the early 2000s. Where the company is headed next. Through interviews with Amazon employees,

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competitors, and observers, Brandt has deciphered how Bezos makes decisions. The story of Amazon's ongoing evolution is a case study in how to reinvent an entire industry, and one that anyone in business today ignores at their peril.

You think you have a winning strategy. But do you? Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other. Should you aim to be big or fast? Should you create a blue ocean, be adaptive, play to win—or forget about a sustainable competitive advantage altogether? In a business environment that is changing faster and becoming more uncertain and complex almost by the day, it's never been more important—or more difficult—to choose the right approach to strategy. In this book, The Boston Consulting Group's Martin Reeves, Knut Haanæs, and Janmejaya Sinha offer a proven method to determine the strategy approach that is best for your company. They start by helping you assess your business environment—how unpredictable it is, how much power you have to change it, and how harsh it is—a critical component of getting strategy right. They show how existing strategy approaches sort into five categories—Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable—depending on the extent of predictability, malleability, and harshness. In-depth explanations of each of these approaches will provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch. Addressing your most pressing strategic challenges, you'll be able to answer questions such as: • What replaces planning when the annual cycle is obsolete? • When can we—and when should we—shape the game to our advantage? • How do we simultaneously implement different strategic approaches for different business units? • How do we manage

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the inherent contradictions in formulating and executing different strategies across multiple businesses and geographies? Until now, no book brings it all together and offers a practical tool for understanding which strategic approach to apply. Get started today.

2019 PEN/E.O. Wilson Literary Science Writing Award Finalist "Science book of the year"—The Guardian One of New York Times 100 Notable Books for 2018 One of Publishers Weekly's Top Ten Books of 2018 One of Kirkus's Best Books of 2018 One of Mental Floss's Best Books of 2018 One of Science Friday's Best Science Books of 2018 "Extraordinary"—New York Times Book Review "Magisterial"—The Atlantic "Engrossing"—Wired "Leading contender as the most outstanding nonfiction work of the year"—Minneapolis Star-Tribune Celebrated New York Times columnist and science writer Carl Zimmer presents a profoundly original perspective on what we pass along from generation to generation. Charles Darwin played a crucial part in turning heredity into a scientific question, and yet he failed spectacularly to answer it. The birth of genetics in the early 1900s seemed to do precisely that. Gradually, people translated their old notions about heredity into a language of genes. As the technology for studying genes became cheaper, millions of people ordered genetic tests to link themselves to missing parents, to distant ancestors, to ethnic identities... But, Zimmer writes, "Each of us carries an amalgam of fragments of DNA, stitched together from some of our many ancestors. Each piece has its own ancestry, traveling a different path back through human history. A particular fragment may sometimes be cause for worry, but most of our DNA influences who we are—our appearance, our height, our penchants—in inconceivably subtle ways." Heredity isn't just about genes that pass from parent to child. Heredity continues within our own bodies, as a single cell gives rise to trillions of cells that make up our bodies. We say we inherit genes from our

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ancestors—using a word that once referred to kingdoms and estates—but we inherit other things that matter as much or more to our lives, from microbes to technologies we use to make life more comfortable. We need a new definition of what heredity is and, through Carl Zimmer’s lucid exposition and storytelling, this resounding tour de force delivers it. Weaving historical and current scientific research, his own experience with his two daughters, and the kind of original reporting expected of one of the world’s best science journalists, Zimmer ultimately unpacks urgent bioethical quandaries arising from new biomedical technologies, but also long-standing presumptions about who we really are and what we can pass on to future generations.

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat.

The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure their survival. The rise of online shopping, and its primary player, Amazon, is at the heart of many of these changes and opportunities. Amazon explores the e-commerce giant's strategies, providing original insight at a time when the company is on the cusp of revolutionizing itself even further. Amazon's relentless dissatisfaction with the status quo is what makes it such an extraordinary retailer. This book explores whether Amazon has what it takes to become a credible grocery retailer, and as it transitions to bricks and mortar retailing, explores whether Amazon's stores can be as compelling as its online offering and if innovations such as voice technology, checkout-free stores and its Prime ecosystem will fundamentally change the way consumers shop. Written by industry leading retail analysts who

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have spent decades providing research-based analysis and opinion, Amazon analyzes the impact these initiatives will have on the wider retail sector and the lessons that can be learned from its unprecedented rise to dominance, as stores of the future become less about transactions and more about experiences.

All hell breaks loose when Detective Storm van der Merwe's mom is pushed under a train at Paddington Station. Storm must rush to London, even though she's in the middle of a murder investigation: leading South African fashion designer Beebee Bukelwa Babu was found dead in a luxury Hermanus hotel. Drumming up a team to investigate Beebee's death is proving difficult in a town crippled by protest action and in the grip of a menacing charismatic prophet firing up crowds to hysteria. Storm soon realises that her mom was a deliberate target. And she is one too. Meanwhile Storm's former colleague, the bumbling Andreas Moerdyk, now a PI, is doing his best to locate a missing and very valuable red diamond. From the murky streets of London to the diamond bourse in Antwerp, from secluded Port Nolloth to Storm's beloved Hermanus, Irna van Zyl's third crime novel unfolds at a heart-stopping pace.

The #1 NEW YORK TIMES Bestseller The basis for the PBS Ken Burns Documentary The Gene: An Intimate History From the Pulitzer Prize-winning author of The Emperor of All Maladies—a fascinating history of the gene and “a magisterial account of how human minds have laboriously, ingeniously picked apart what makes us tick” (Elle). "Sid Mukherjee has the uncanny ability to bring together science, history, and the future in a way that is understandable and riveting, guiding us through both time and the mystery of life itself." –Ken Burns “Dr. Siddhartha Mukherjee dazzled readers with his Pulitzer Prize-winning The Emperor of All Maladies in 2010. That achievement was evidently just a warm-up for his virtuoso

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performance in *The Gene: An Intimate History*, in which he braids science, history, and memoir into an epic with all the range and biblical thunder of *Paradise Lost*” (The New York Times). In this biography Mukherjee brings to life the quest to understand human heredity and its surprising influence on our lives, personalities, identities, fates, and choices. “Mukherjee expresses abstract intellectual ideas through emotional stories...[and] swaddles his medical rigor with rhapsodic tenderness, surprising vulnerability, and occasional flashes of pure poetry” (The Washington Post). Throughout, the story of Mukherjee’s own family—with its tragic and bewildering history of mental illness—reminds us of the questions that hang over our ability to translate the science of genetics from the laboratory to the real world. In riveting and dramatic prose, he describes the centuries of research and experimentation—from Aristotle and Pythagoras to Mendel and Darwin, from Boveri and Morgan to Crick, Watson and Franklin, all the way through the revolutionary twenty-first century innovators who mapped the human genome. “A fascinating and often sobering history of how humans came to understand the roles of genes in making us who we are—and what our manipulation of those genes might mean for our future” (Milwaukee Journal-Sentinel), *The Gene* is the revelatory and magisterial history of a scientific idea coming to life, the most crucial science of our time, intimately explained by a master. “*The Gene* is a book we all should read” (USA TODAY). Fifty years ago, James D. Watson, then just twentyfour, helped launch the greatest ongoing scientific quest of our time. Now, with unique authority and sweeping vision, he gives us the first full account of the genetic revolution—from Mendel’s garden to the double helix to the sequencing of the human genome and beyond. Watson’s lively, panoramic narrative begins with the fanciful speculations of the ancients as to why “like begets like” before skipping ahead

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to 1866, when an Austrian monk named Gregor Mendel first deduced the basic laws of inheritance. But genetics as we recognize it today—with its capacity, both thrilling and sobering, to manipulate the very essence of living things—came into being only with the rise of molecular investigations culminating in the breakthrough discovery of the structure of DNA, for which Watson shared a Nobel prize in 1962. In the DNA molecule's graceful curves was the key to a whole new science. Having shown that the secret of life is chemical, modern genetics has set mankind off on a journey unimaginable just a few decades ago. Watson provides the general reader with clear explanations of molecular processes and emerging technologies. He shows us how DNA continues to alter our understanding of human origins, and of our identities as groups and as individuals. And with the insight of one who has remained close to every advance in research since the double helix, he reveals how genetics has unleashed a wealth of possibilities to alter the human condition—from genetically modified foods to genetically modified babies—and transformed itself from a domain of pure research into one of big business as well. It is a sometimes topsy-turvy world full of great minds and great egos, driven by ambitions to improve the human condition as well as to improve investment portfolios, a world vividly captured in these pages. Facing a future of choices and social and ethical implications of which we dare not remain uninformed, we could have no better guide than James Watson, who leads us with the same bravura storytelling that made *The Double Helix* one of the most successful books on science ever published. Infused with a scientist's awe at nature's marvels and a humanist's profound sympathies, DNA is destined to become the classic telling of the defining scientific saga of our age.

'A fantastic, provocative book about where we are now and where we are going' Phil Simon

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Huffington Post Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions: - How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? - Why does the stock market forgive them for sins that would destroy other firms? - And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google by Scott Galloway | Book Summary | Readtrepreneur (Disclaimer: This is NOT the original book. If you're looking for the original book, search this link:<http://amzn.to/2iHm1Do>) Facebook, Amazon, Apple and Google are without any shadow of a doubt, the most influential companies on the world. How did they get there? If the answer was so evident, all of us would be at the top with them. The Four goes in deep to uncover the secret DNA of the 4 most influential companies in the world; Facebook, Amazon, Apple and Google. There are many questions that most people think that

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they know the answers to, but they are clearly wrong. How did these companies manage to be so incredibly known? Why are these companies on the peak without any challengers? Could they have a potential challenger? Scott Galloway delivers a great title where he answers these questions and more. (Note: This summary is wholly written and published by readtrepreneur.com It is not affiliated with the original author in any way) "Expect that a certain amount of failure is out of your control, and recognize you may need to endure it or move on." - Scott Galloway One of the most respected business professors is here to give you a masterclass about the strategies that the Four used to get so high and how can one emulate it for his life projects. There is definitely a lot of ground to cover in this topic and Scott Galloway does it splendidly for anyone to follow and be entertained while doing so. Scott Galloway stresses that it doesn't matter if you want to join 'em or beat 'em, you need to understand the Four because they are the ones who are currently dominating the business world. P.S. The Four is an extremely helpful book that will help you comprehend the business world you currently live in and teach you the ropes on how the best ones are at the top so you can begin your journey to the top as well. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Get Your Copy Delivered to Your Doorstep Right Away! Why Choose Us, Readtrepreneur? Highest Quality Summaries Delivers Amazing Knowledge Awesome Refresher Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book. If you're looking for the original book, search for this link: <http://amzn.to/2iHm1Do> How did the replication bomb we call "life" begin and where in the world, or rather, in the universe, is it heading? Writing with characteristic wit and an ability to clarify complex

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phenomena (the New York Times described his style as "the sort of science writing that makes the reader feel like a genius"), Richard Dawkins confronts this ancient mystery.

Across the globe, Google, Amazon, Facebook, Apple and Microsoft have accumulated power in ways that existing regulatory and intellectual frameworks struggle to comprehend. A consensus is emerging that the power of these new digital monopolies is unprecedented, and that it has important implications for journalism, politics, and society. It is increasingly clear that democratic societies require new legal and conceptual tools if they are to adequately understand, and if necessary check the economic might of these companies. Equally, that we need to better comprehend the ability of such firms to control personal data and to shape the flow of news, information, and public opinion. In this volume, Martin Moore and Damian Tambini draw together the world's leading researchers to examine the digital dominance of technologies platforms and look at the evidence behind the rising tide of criticism of the tech giants. In fifteen chapters, the authors examine the economic, political, and social impacts of Google, Amazon, Facebook, Apple, and Microsoft, in order to understand the different facets of their power and how it is manifested. Digital Dominance is the first interdisciplinary volume on this topic, contributing to a conversation which is critical to maintaining the health of democracies across the world.

The genome's been mapped. But what does it mean? Arguably the most significant scientific discovery of the new century, the mapping of the twenty-three pairs of chromosomes that make up the human genome raises almost as many questions as it answers. Questions that will profoundly impact the way we think about disease, about

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longevity, and about free will. Questions that will affect the rest of your life. Genome offers extraordinary insight into the ramifications of this incredible breakthrough. By picking one newly discovered gene from each pair of chromosomes and telling its story, Matt Ridley recounts the history of our species and its ancestors from the dawn of life to the brink of future medicine. From Huntington's disease to cancer, from the applications of gene therapy to the horrors of eugenics, Matt Ridley probes the scientific, philosophical, and moral issues arising as a result of the mapping of the genome. It will help you understand what this scientific milestone means for you, for your children, and for humankind.

The unexpected story of how genetic testing is affecting race in America We know DNA is a master key that unlocks medical and forensic secrets, but its genealogical life is both revelatory and endlessly fascinating. Tracing genealogy is now the second-most popular hobby amongst Americans, as well as the second-most visited online category. This billion-dollar industry has spawned popular television shows, websites, and Internet communities, and a booming heritage tourism circuit. The tsunami of interest in genetic ancestry tracing from the African American community has been especially overwhelming. In *The Social Life of DNA*, Alondra Nelson takes us on an unprecedented journey into how the double helix has wound its way into the heart of the most urgent contemporary social issues around race. For over a decade, Nelson has deeply studied this phenomenon. Artfully weaving together keenly observed

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interactions with root-seekers alongside illuminating historical details and revealing personal narrative, she shows that genetic genealogy is a new tool for addressing old and enduring issues. In *The Social Life of DNA*, she explains how these cutting-edge DNA-based techniques are being used in myriad ways, including grappling with the unfinished business of slavery: to foster reconciliation, to establish ties with African ancestral homelands, to rethink and sometimes alter citizenship, and to make legal claims for slavery reparations specifically based on ancestry. Nelson incisively shows that DNA is a portal to the past that yields insight for the present and future, shining a light on social traumas and historical injustices that still resonate today. Science can be a crucial ally to activism to spur social change and transform twenty-first-century racial politics. But Nelson warns her readers to be discerning: for the social repair we seek can't be found in even the most sophisticated science. Engrossing and highly original, *The Social Life of DNA* is a must-read for anyone interested in race, science, history and how our reckoning with the past may help us to chart a more just course for tomorrow.

The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google by Scott Galloway - Book Summary - Readtrepreneur (Disclaimer: This is NOT the original book, but an unofficial summary.) Facebook, Amazon, Apple and Google are without any shadow of a doubt, the most influential companies on the world. How did they get there? If the answer was so evident, all of us would be at the top with them. *The Four*

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goes in deep to uncover the secret DNA of the 4 most influential companies in the world; Facebook, Amazon, Apple and Google. There are many questions that most people think that they know the answers to, but they are clearly wrong. How did these companies manage to be so incredibly known? Why are these companies on the peak without any challengers? Could they have a potential challenger? Scott Galloway delivers a great title where he answers these questions and more. (Note: This summary is wholly written and published by readtrepreneur. It is not affiliated with the original author in any way) "Expect that a certain amount of failure is out of your control, and recognize you may need to endure it or move on." - Scott Galloway One of the most respected business professors is here to give you a masterclass about the strategies that the Four used to get so high and how can one emulate it for his life projects. There is definitely a lot of ground to cover in this topic and Scott Galloway does it splendidly for anyone to follow and be entertained while doing so. Scott Galloway stresses that it doesn't matter if you want to join 'em or beat 'em, you need to understand the Four because they are the ones who are currently dominating the business world. P.S. The Four is an extremely helpful book that will help you comprehend the business world you currently live in and teach you the ropes on how the best ones are at the top so you can begin your journey to the top as well. The Time for Thinking is Over! Time for Action! Scroll Up Now and Click on the "Buy now with 1-Click" Button to Grab your Copy Right Away! Why Choose Us, Readtrepreneur? ? Highest Quality Summaries ? Delivers

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Amazing Knowledge ? Awesome Refresher ? Clear And Concise Disclaimer Once Again: This book is meant for a great companionship of the original book or to simply get the gist of the original book.

#1 NEW YORK TIMES BESTSELLER • OPRAH'S BOOK CLUB PICK The heartrending story of a midcentury American family with twelve children, six of them diagnosed with schizophrenia, that became science's great hope in the quest to understand the disease. "Reads like a medical detective journey and sheds light on a topic so many of us face: mental illness." —Oprah Winfrey Don and Mimi Galvin seemed to be living the American dream. After World War II, Don's work with the Air Force brought them to Colorado, where their twelve children perfectly spanned the baby boom: the oldest born in 1945, the youngest in 1965. In those years, there was an established script for a family like the Galvins--aspiration, hard work, upward mobility, domestic harmony--and they worked hard to play their parts. But behind the scenes was a different story: psychological breakdown, sudden shocking violence, hidden abuse. By the mid-1970s, six of the ten Galvin boys, one after another, were diagnosed as schizophrenic. How could all this happen to one family? What took place inside the house on Hidden Valley Road was so extraordinary that the Galvins became one of the first families to be studied by the National Institute of Mental Health. Their story offers a shadow history of the science of schizophrenia, from the era of institutionalization, lobotomy, and the schizophrenogenic mother to the search for genetic markers for the

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disease, always amid profound disagreements about the nature of the illness itself. And unbeknownst to the Galvins, samples of their DNA informed decades of genetic research that continues today, offering paths to treatment, prediction, and even eradication of the disease for future generations. With clarity and compassion, bestselling and award-winning author Robert Kolker uncovers one family's unforgettable legacy of suffering, love, and hope.

Amazon, Apple, Facebook y Google son las cuatro empresas más influyentes del mundo. Casi todo el mundo cree saber cómo lo han logrado. Y casi todo el mundo se equivoca. Conoce su ADN secreto. Las four (Amazon, Apple, Facebook y Google), cuyas valoraciones se aproximan ya a la escalofriante cifra del billón de dólares, son los cuatro gigantes de la economía mundial. ¿Cómo han logrado esas compañías infiltrarse tan profundamente en nuestras vidas que ya es imposible evitarlas (o incluso boicotearlas)? ¿Por qué los mercados bursátiles les perdonan pecados que destruirían a cualquier otra empresa? ¿Puede alguien desafiarlas? Con el estilo fresco y desenfadado que le ha convertido en uno de los más célebres profesores de negocios, Scott Galloway disecciona las estrategias ocultas bajo la deslumbrante apariencia de estos cuatro gigantes y muestra cómo apelan a las necesidades básicas que han movido a la humanidad desde tiempos ancestrales: Amazon, a la de cazar y recolectar; Apple, a la de procrear; Facebook, a la de amar; y Google, a la de creer en un Dios. Y, tanto si queremos competir como si queremos hacer negocios con ellas o simplemente

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sobrevivir en el mundo que dominan, resulta imprescindible conocer el ADN secreto de esos cuatro jinetes de la economía mundial. Escrito con rigor y amenidad, el libro de Galloway ofrece un pormenorizado panorama de la economía del mundo actual y del futuro que se avecina que no dejará indiferente a ningún lector, y revela con ingenio cómo podemos aplicar las lecciones del ascenso de Amazon, Apple, Facebook y Google a nuestro propio negocio o carrera profesional. ENGLISH DESCRIPTION NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own

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business or career. whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Everyone has heard of the story of DNA as the story of Watson and Crick and Rosalind Franklin, but knowing the structure of DNA was only a part of a greater struggle to understand life's secrets. Life's Greatest Secret is the story of the discovery and cracking of the genetic code, the thing that ultimately enables a spiraling molecule to give rise to the life that exists all around us. This great scientific breakthrough has had farreaching consequences for how we understand ourselves and our place in the natural world, and for how we might take control of our (and life's) future. Life's Greatest Secret mixes remarkable insights, theoretical dead-ends, and ingenious experiments with the swift pace of a thriller. From New York to Paris, Cambridge, Massachusetts, to Cambridge, England, and London to Moscow, the greatest discovery of twentieth-century biology was truly a global feat. Biologist and historian of science Matthew Cobb gives the full and rich account of the cooperation and competition between the eccentric characters—mathematicians, physicists, information theorists, and biologists—who contributed to this revolutionary new science. And, while every new discovery was a leap forward for science, Cobb shows how every new answer inevitably led to new questions that were at least as difficult to answer: just ask anyone who had hoped that the successful completion of the Human Genome Project was going to truly yield the book of life, or that a better understanding of epigenetics or “junk

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DNA” was going to be the final piece of the puzzle. But the setbacks and unexpected discoveries are what make the science exciting, and it is Matthew Cobb’s telling that makes them worth reading. This is a riveting story of humans exploring what it is that makes us human and how the world works, and it is essential reading for anyone who’d like to explore those questions for themselves.

New York Times bestseller! "Few are better positioned to illuminate the vagaries of this transformation than Galloway, a tech entrepreneur, author and professor at New York University’s Stern School. In brisk prose and catchy illustrations, he vividly demonstrates how the largest technology companies turned the crisis of the pandemic into the market-share-grabbing opportunity of a lifetime." --The New York Times "As good an analysis as you could wish to read." --The Financial Times From bestselling author and NYU Business School professor Scott Galloway comes a keenly insightful, urgent analysis of who stands to win and who's at risk to lose in a post-pandemic world. The COVID-19 outbreak has turned bedrooms into offices, pitted young against old, and widened the gaps between rich and poor, red and blue, the mask wearers and the mask haters. Some businesses--like home exercise company Peloton, video conference software maker Zoom, and Amazon--woke up to find themselves crushed under an avalanche of consumer demand. Others--like the restaurant, travel, hospitality, and live entertainment industries--scrambled to escape obliteration. But as New York Times bestselling author Scott Galloway argues, the pandemic has not been

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a change agent so much as an accelerant of trends already well underway. In *Post Corona*, he outlines the contours of the crisis and the opportunities that lie ahead. Some businesses, like the powerful tech monopolies, will thrive as a result of the disruption. Other industries, like higher education, will struggle to maintain a value proposition that no longer makes sense when we can't stand shoulder to shoulder. And the pandemic has accelerated deeper trends in government and society, exposing a widening gap between our vision of America as a land of opportunity, and the troubling realities of our declining wellbeing. Combining his signature humor and brash style with sharp business insights and the occasional dose of righteous anger, Galloway offers both warning and hope in equal measure. As he writes, "Our commonwealth didn't just happen, it was shaped. We chose this path--no trend is permanent and can't be made worse or corrected."

NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER • Winner of CMI Management Book of the Year 2019 Based on an in-depth analysis of over 2,600 leaders drawn from a database of more than 17,000 CEOs and C-suite executives, as well 13,000 hours of interviews, and two decades of experience advising CEOs and executive boards, Elena L. Botelho and Kim R. Powell overturn the myths about what it takes to get to the top and succeed. Their groundbreaking research was the featured cover story in the May-June 2017 issue of *Harvard Business Review*. It reveals the common attributes and counterintuitive choices that set apart successful CEOs—lessons

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that we can apply to our own careers. Much of what we hear about who gets to the top, and how, is wrong. Those who become chief executives set their sights on the C-suite at an early age. In fact, over 70 percent of the CEOs didn't have designs on the corner office until later in their careers. You must graduate from an elite college. In fact, only 7 percent of CEOs in the dataset are Ivy League graduates--and 8 percent didn't graduate from college at all. To become a CEO you need a flawless résumé. The reality: 45 percent of CEO candidates had at least one major career blowup. What those who reach the top do share are four key behaviors that anyone can master: they are decisive; they are reliable, delivering what they promised when the promise it, without exception; they adapt boldly, and they engage with stakeholders without shying away from conflict. Based on this breakthrough study of the most successful people in business, Botelho and Powell offer career advice for everyone who aspires to get ahead. Based on research insights illustrated by real life stories from CEOs and boardrooms, they tell us how to: - Fast-track our career by deploying the career catapults used by those who get to the top quickly - Overcome the hidden handicaps to getting the job we want. - Avoid the 5 hazards that most commonly derail those promoted into a new role. For everyone who aspires to rise up through the organization and achieve their full potential, *The CEO Next Door* is an essential guide.

A New York Times Notable Book of 2014 We are doomed to repeat history if we fail to learn from it, but how are we affected by the forces that are invisible to us? What role

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does Neanderthal DNA play in our genetic makeup? How did the theory of eugenics embraced by Nazi Germany first develop? How is trust passed down in Africa, and silence inherited in Tasmania? How are private companies like Ancestry.com uncovering, preserving and potentially editing the past? In *The Invisible History of the Human Race*, Christine Kenneally reveals that, remarkably, it is not only our biological history that is coded in our DNA, but also our social history. She breaks down myths of determinism and draws on cutting - edge research to explore how both historical artefacts and our DNA tell us where we have come from and where we may be going.

INSTANT NEW YORK TIMES BESTSELLER A REESE'S BOOK CLUB WINTER YA PICK A new love, a secret sister, and a summer she'll never forget. From the beloved author of *Tweet Cute* comes Emma Lord's *You Have a Match*, a hilarious and heartfelt novel of romance, sisterhood, and friendship... When Abby signs up for a DNA service, it's mainly to give her friend and secret love interest, Leo, a nudge. After all, she knows who she is already: Avid photographer. Injury-prone tree climber. Best friend to Leo and Connie...although ever since the B.E.I. (Big Embarrassing Incident) with Leo, things have been awkward on that front. But she didn't know she's a younger sister. When the DNA service reveals Abby has a secret sister, shimmery-haired Instagram star Savannah Tully, it's hard to believe they're from the same planet, never mind the same parents — especially considering Savannah, queen of green smoothies, is only a year and a half older than Abby herself. The logical course of action? Meet up at

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summer camp (obviously) and figure out why Abby's parents gave Savvy up for adoption. But there are complications: Savvy is a rigid rule-follower and total narc. Leo is the camp's co-chef, putting Abby's growing feelings for him on blast. And her parents have a secret that threatens to unravel everything. But part of life is showing up, leaning in, and learning to fit all your awkward pieces together. Because sometimes, the hardest things can also be the best ones. "A YA contemporary set at summer camp? Count us in." —BuzzFeed "Heartfelt and engaging, You Have a Match is a masterclass on love in all its forms." —Sophie Gonzales, author of Only Mostly Devastated and Perfect on Paper "A bright summer tale of connection and self-discovery." —Booklist "A cute, feel-good coming-of-age story." —Kirkus

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors

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provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

Decorated Navy SEAL, successful businessman and world-renowned speaker Brent Gleeson shares his revolutionary approach to navigating and leading change in the workplace—with a foreword by #1 New York Times bestselling author Mark Owen. Inspired by his time as a Navy SEAL and building award-winning organizations in the business world, Brent Gleeson has created a powerful roadmap for today's existing and emerging business leaders and managers to improve their ability to successfully navigate organizational change. Over the past ten years since leaving the SEAL Teams, Gleeson has become a well-respected thought leader and expert in business transformation. He has spoken to and consulted with hundreds of organizations across the globe and inspired thousands of business leaders through his highly insightful philosophies on leadership, culture and building high-performance teams that achieve winning results. In *TakingPoint*, Gleeson shares his ten-step program that he has

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implemented in his own companies and for his high-profile clients—giving leaders and managers actionable insights and a framework for successful execution. TakingPoint brilliantly captures the structures, behaviors and mindsets required to build successful twenty-first century organizations. With a strong emphasis on communication, culture, engagement, accountability, trust, and resiliency, Gleeson’s methods have helped hundreds of companies around the world transform the way they think about change, and can help yours do the same. For the last five years, Gleeson has shared his philosophies through his weekly columns on Forbes and Inc. And now, for the first time ever, they are captured in this entertaining and highly prescriptive book. Steps include:

- Culture: The Single Most Important Enabler
- Trust: Fueling the Change Engine
- Accountability: Ownership at All Levels
- Mindset: Belief in the Mission
- Preparation: Gathering Intelligence and Planning the Mission
- Transmission: Communicating the Vision
- Inclusion: The Power of Participation and Acceptance
- Fatigue: Managing Fear and Staying Energized
- Discipline: Focus and Follow-Through
- Resiliency: The Path of Lasting Change

Never has change been more consistent and disruptive as it is now. Business leaders and managers at all levels can’t just react to change. They have to lead change. They have to take point.

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