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from the author of steve jobs and other bestselling biographies this is the astonishingly intimate story of the most fascinating and controversial innovator of our era a rule breaking visionary who helped to lead the world into the era of electric vehicles private space exploration and artificial intelligence oh and took over twitter

selected for j p morgan s 2018 holiday reading list imagine your life without the internet without phones without television without sprawling cities without the freedom to continue working and playing after the sun goes down electricity is at the core of all modern life it has transformed our society more than any other technology yet no book offers a comprehensive history about this technological marvel until now simply electrifying the technology that transformed the world from benjamin franklin to elon musk brings to life the 250 year history of electricity through the stories of the men and women

who used it to transform our world benjamin franklin james watt michael faraday samuel f b morse thomas edison samuel insull albert einstein rachel carson elon musk and more in the process it reveals for the first time the complete thrilling and often dangerous story of electricity s historic discovery development and worldwide application electricity plays a fundamental role not only in our everyday lives but in history s most pivotal events from global climate change and the push for wind and solar generated electricity to japan s nuclear accident at fukushima and iran s pursuit of nuclear weapons written by electricity expert and four decade veteran of the industry craig r roach simply electrifying marshals in fascinating narrative detail the full range of factors that shaped the electricity business over time science technology law politics government regulation economics business strategy and culture before looking forward toward the exhilarating prospects for electricity generation and use that will shape our future

walter isaacson s enthralling the new yorker worldwide bestselling biography of apple cofounder steve jobs based on more than forty interviews with steve jobs conducted over two years as well as interviews with more than 100 family members friends adversaries competitors and colleagues walter isaacson has written a riveting story of the roller coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries personal computers animated movies music phones tablet computing and digital publishing at a time when america is seeking ways to sustain its innovative edge jobs stands as the ultimate icon of inventiveness and applied imagination he knew that the best way to create value in 21st century was to connect creativity with technology he built a company where leaps of the imagination were combined with remarkable feats of engineering although jobs cooperated with the author he asked for no control over what was written he put nothing off limits he encouraged the people he knew to speak honestly and jobs speaks candidly sometimes brutally so about the people he worked with and competed against his friends foes and colleagues provide an unvarnished view of the passions perfectionism obsessions artistry devilry and compulsion for control that shaped his approach to business and the innovative products that resulted driven by demons jobs could drive those around him to fury and despair but his personality and products were interrelated just as apple s hardware and software tended to be as if part of an integrated system his tale is instructive and cautionary filled with lessons about innovation character leadership and values steve jobs is the inspiration for the movie of the same name starring michael fassbender kate winslet seth rogen and jeff daniels directed by danny boyle with a screenplay by aaron sorkin

a leading global consulting firm on how to achieve new product launch success rates far above industry averages new product launches are risky but disciplined innovation practices lead to success rates well above industry benchmarks predictable winners is a comprehensive handbook of best practices for improving the odds of success at every step of the innovation journey from concept development through commercial launch and beyond product leaders innovation teams and senior executives will find practical insights to reduce product risk and improve r d effectiveness and roi while delighting customers with a pipeline of compelling new products and services the authors systematic approach is covered step by step in twenty five chapters on topics like assembling the right team identifying innovation opportunities conducting a disciplined data driven assessment of a new product s revenue potential making wise investment decisions and more predictable winners also details how to use quantitative tools to disaggregate and reduce the distinct risks around competing product concepts customer segments channels pricing and launch planning finally because not all breakthrough innovation comes from internal teams the authors also explain advanced strategies for improving the odds of success balancing organic innovation with external acquisitions or licensing

in the twentieth century great leaders played vital roles in making the world a fairer and more peaceful place how did they do it what lessons can be drawn for the twenty first century global agenda those questions are at the heart of the peacemakers a kind of global edition of john f kennedy s profiles in courage writing at a time when peace seems elusive and conflict endemic when tensions are running high among the major powers when history has come roaring back when democracy and human rights are yet again under siege when climate change is moving from future to present tense and when transformational statesmanship is so needed bruce w jentleson shows how twentieth century leaders of a variety of types national international institutional sociopolitical nongovernmental rewrote the zero sum scripts they were handed and successfully made breakthroughs on issues long thought intractable the stories are fascinating henry kissinger zhou enlai and the u s china opening mikhail gorbachev and the end of the cold war dag hammarskjöld s exceptional effectiveness as united nations secretary general nelson mandela and south african reconciliation yitzhak rabin seeking arab israeli peace mahatma gandhi as exemplar of anticolonialism and an apostle of nonviolence lech walesa and ending soviet bloc communism gro Harlem brundtland and fostering global sustainability and a number of others while also taking into account other actors and factors jentleson tells us who each leader was as an individual why they made the choices they did how they pursued their goals and what they were and weren t able to achieve and not just fascinating but also instructive jentleson draws out lessons across the twenty first century global agenda making clear how difficult

peacemaking is while powerfully demonstrating that it has been possible and urgently stressing how necessary it is today an ambitious book for ambitious people the peacemakers seeks to contribute to motivating and shaping the breakthroughs on which our future so greatly depends

gift of fire is ideal for courses in computer ethics and computers and society in this revision of a best seller baase explores the social legal philosophical ethical political constitutional and economic implications of computing and the controversies they raise with a computer scientist s perspective and with historical context for many issues she covers the issues readers will face both as members of a technological society and as professionals in computer related fields a primary goal is to develop computer professionals who understand the implications of what they create and how it fits into society at large

early in the 2020 pandemic author steven mason seeking inspiration to help cope during the covid 19 crisis began to examine the lives of some of the great personalities from history after considerable research he discovered that many of these individuals had overcome significant adversity on their path to success after sharing these stories with others he was inspired to write this book the adversity formula inspirational lessons from history reviews the lives of thirty remarkable characters from history to see how they dealt with adversity the book goes onto provide a formula that readers can themselves apply to their own lives selected mainly from the 20th century the fifteen men and fifteen women include scientists entrepreneurs humanitarians politicians entertainers sports stars and war heroes the list contains well known names like stephen hawking steve jobs and walt disney but also features lesser known profiles of virginia hall irena sendler and victor frankl a holocaust survivor who after his experiences in the concentration camps developed a therapy to find meaning and purpose in adversity the book looks at the adversity these greats faced what they achieved despite it but also how they dealt with adversity often using it to their advantage their coping mechanisms are summarised in five characteristics for each individual and packaged into a general formula for tackling life s problems the conclusion found within these pages is that it is often how people respond to adversity that can determine successful outcomes the adversity formula inspirational lessons from history will be particularly relevant to those interested in self development especially during difficult times as well as those with a love of history the book offers hope in the face of life s major challenges

by the author of the acclaimed bestsellers benjamin franklin and steve jobs this is the definitive biography of albert einstein how did his mind work what made him a genius isaacson s biography shows how his scientific imagination sprang from the rebellious nature of his personality his fascinating story is a testament to the connection between creativity and freedom based on newly released personal letters of einstein this book explores how an imaginative impertinent patent clerk a struggling father in a difficult marriage who couldn t get a teaching job or a doctorate became the mind reader of the creator of the cosmos the locksmith of the mysteries of the atom and the universe his success came from questioning conventional wisdom and marveling at mysteries that struck others as mundane this led him to embrace a morality and politics based on respect for free minds free spirits and free individuals these traits are just as vital for this new century of globalization in which our success will depend on our creativity as they were for the beginning of the last century when einstein helped usher in the modern age

suggéré par le créateur d apple qui fait face à une maladie redoutable steve jobs à partir de plus de quarante entretiens menés sur plus de deux ans et d interviews d une centaine de membres de sa famille amis rivaux concurrents et collègues le livre retrace l incroyable vie et l extraordinaire personnalité d un génie perfectionniste et hyperactif qui a révolutionné les ordinateurs les films d animation la musique les téléphones les tablettes tactiles et l édition numérique steve jobs est désormais l icône absolue de l inventivité il a compris qu associer la créativité à la technologie était devenu essentiel steve jobs a bien sûr collaboré au livre mais n a demandé aucun droit de regard sur ce qui est écrit ni même de le lire avant la publication il n a imposé aucune limite au contraire il a encouragé son entourage à parler librement il y a beaucoup de choses dont je ne suis pas fier dit il notamment la façon dont à vingt trois ans j ai géré la situation lorsque ma petite amie est tombée enceinte mais je n ai pas de cadavres dans le placard que j essaie de cacher c est avec une extrême franchise que steve jobs parle des personnes avec qui il a travaillé ou été en concurrence il peut profondément exaspérer les gens autour de lui ses amis ennemis et collègues évoquent sans langue de bois ses passions ses démons ses désirs son intransigeance et son obsession du contrôle qui ont forgé sa vision des affaires et les innovations qui en ont découlé la personnalité de steve jobs et les produits qu il crée sont étroitement liés comme les différentes parties d un système intégré tous les produits apple et ses logiciels participent de cette logique le parcours de jobs est exemplaire un modèle en terme d innovation de caractère de direction d entreprise et de valeurs

the invincible quest is an authoritative biography of one of the most accomplished and controversial political leaders of

the 20th century beginning with nixon s birth to quaker parents in 1913 and ending with his death in 1994 conrad black traces nixon s career assessing both his achievements and the evolution of popular and historical thinking about him since his death nixon rose spectacularly from modest beginnings to become dwight d eisenhower s vice president in 1952 at the age of just 39 defeated by john kennedy in the presidential election of 1960 and humiliated in californian elections two years later his political career looked to be finished but he returned from the wilderness to snatch victory in the presidential election of 1968 and in 1972 was re elected in one of the biggest landslides in us presidential history then came watergate the shame of resignation and the long road to redemption drawing on recently opened tapes and documents and on black s personal interviews with many of the major players in the nixon administration the invincible quest reveals a new side of nixon a man who didn t have the advantage of charisma but was surprisingly self assured and effective a man dogged by political scandal yet seemingly unstoppable black tells the extraordinary story of nixon s meteoric rise scandalous fall and partial rehabilitation in the fast paced and supremely readable style that characterized his earlier best selling work franklin delano roosevelt champion of freedom 2003

annotation describing the different aid forms of the last 65 years and analysing why aid changed from time to time are the subjects of this book professionals and students in the area of international cooperation will benefit from studying this history as at this moment old concepts are reappearing or applied by new donors like china

drawing on memoirs archives and interviews davis and trani trace american prejudice toward russia and china by focusing on the views of influential writers and politicians over the course of the twentieth century showing where american images originated and how they evolved provided by publisher

the americas have witnessed considerable progress in the field of human rights although painful legacies persist large scale systematic human rights violations of the kind common during latin america s dictatorships are hopefully never to return yet abuses of rights and challenges to the rule of law have not disappeared completely but rather taken on a different and elusive character at the same time the relatively good records of the developed north american countries continue to be undermined by their inconsistent approaches both at home and abroad human rights regimes in the americas

rescuing benjamin franklin from the clich of genial codger this book celebrates the most interesting advanced and earthy

of the founding fathers 16 page four color insert

walter isaacson is known for writing several biographies of famous people from steve jobs leonardo da vinci to mention a few this is the biography of the code breaker author himself get to know more about isaacson in this short detailed biography this walter isaacson biography covers his early life career personal life awards and honors and more click on the buy now button to get a copy of this book now

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