The Launch Pad Inside Y Combinator

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Simplified Chinese edition of Eric Carle's "The Very Hungry Caterpillar." Same classic paintings and ingenious path devoured by the caterpillar. Distributed by Tsai Fong Books, Inc.

The Launch PadInside Y CombinatorPenguin

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Discover a powerful 5-stage approach of launching great Startups, and for building successful and lasting organizations. Context: In a volatile and hyper-competitive world, Startups, as well as existing enterprises, are

continually challenged to remain relevant. They face questions such as: How to achieve profitable growth? What are the means to truly empathize with customers? What are the best ways to develop entrepreneurial leaders? How to compete on innovation? Whether you are an entrepreneur or a corporate executive, Startups and Beyond provides practical answers to these challenges and more. Who is the book for? Entrepreneurs will discover a structured roadmap for launching successful Startups and for building market traction. Founders and executives at bootstrapped, or venture-backed enterprises, will find insights to achieve profitable growth through flawless execution. Executives at large corporations will unearth practices to create a culture of continuous innovation. The book's unique offering: At the heart of the book is the Maturity Model for Building Enduring Organizations© - a framework that offers a 5-level roadmap towards building successful and resilient organizations. A global first, this framework has been curated with best practices from Entrepreneurship, Design thinking, Execution and Human Capital Management from over 100 organizations worldwide. How does the book work for you? Through this framework, discover how few startups like AirBnB and Ola scale and become dominating forces, while others languish or fade into oblivion. Also, observe how some large enterprises, like Google and General Electric, continue to innovate and grow, while others, like Nokia and Eastman Kodak, stagnate or falter in challenging times. Leverage the book's well-curated practices to create high-performance, innovative and admired organizations that endure.

SILICON VALLEY, WAAR DE TOEKOMST WORDT GEMAAKT MET EEN VOORWOORD VAN ALEXANDER KLÖPPING In nog geen vijftig jaar groeide een slaperig tuinbouwgebied aan de Amerikaanse westkust uit tot dé wereldwijde hotspot van technologische innovatie: Silicon

Valley. In het gebied rondom San Francisco worden al decennialang vooruitstrevende producten en diensten bedacht, gefinancierd en geproduceerd. Naast bekende bedrijven als Google, Facebook, Twitter en WhatsApp werken er duizenden kleine startups in explosief tempo aan ideeën die een grote impact op ons dagelijks leven hebben en de wereld ingrijpend veranderen. Silicon Valley biedt een bijzonder inkijkje in het verleden, het heden en de toekomst van dit gebied. Aan de hand van uitvoerige research en interviews met sleutelfiguren wordt duidelijk hoe Silicon Valley kon uitgroeien tot een unieke plek waar nerds, hippies, ondernemers en visionairs samen onze toekomst maken. Eva de Valk (1984) woonde twee jaar in San Francisco en werkte daar als journalist en correspondent voor onder meer nrc Handelsblad, De Groene Amsterdammer en Intermediair. Daarnaast deed zij research voor de driedelige serie over Silicon Valley van DWDD University, De Wereld van Klöpping.

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The Code of Federal Regulations is the codification of the general and permanent rules published in the Federal Register by the executive departments and agencies of the Federal Government.

Simplified Chinese edition of Dog Man: From the Creator of Captain Underpants (Dog Man #1)

Simplified Chinese edition of Rework. Seth Godin, author of the international bestselling marketing Purple Cow that changed the way marketing is performed, says: "Stop reading the review. Buy the book." This small book is filled with common sense - yes, you know them, but the book tells you how to put them into practice. In Simplified Chinese. Distributed by Tsai Fong Books, Inc.

Thousands of workers labored at Kennedy Space Center around the clock, seven days a week, for half a year to prepare a mission for the liftoff of Apollo 11. This is the story of what went on during those hectic six months. Countdown to a Moon Launch provides an in-depth look at the carefully choreographed workflow for an Apollo mission at KSC. Using the Apollo 11 mission as an example, readers will learn what went on day by day to transform partially

completed stages and crates of parts into a ready-to-fly Saturn V. Firsthand accounts of launch pad accidents, near misses, suspected sabotage, and last-minute changes to hardware are told by more than 70 NASA employees and its contractors. A companion to Rocket Ranch, it includes many diagrams and photographs, some never before published, to illustrate all aspects of the process. NASA's groundbreaking use of computers for testing and advanced management techniques are also covered in detail. This book will demystify the question of how NASA could build and launch Apollo missions using 1960s technology. You'll discover that there was no magic involved – just an abundance of discipline, willpower, and creativity.
A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the

business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.
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Twice a year, in the heart of Silicon Valley, a small investment firm called Y Combinator selects an elite group of young entrepreneurs. Months of intense work culminates in Demo Day, when investors and venture capitalists flock to hear their pitches. Any one of them might turn out to be the next Dropbox (class of 2007) or Airbnb (class of 2009). Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. He tells the full story of this ultra-exclusive institution, how it chooses the aspiring Mark Zuckerbergs, and how it teaches them to go from concept to profitability in record time. This is the definitive story of a seismic shift in the business world, in which coding skill beats job experience, pairs of undergraduates take on Goliaths and investors fall in love. The Launch Pad is both a

gripping narrative and a gold mine of useful insights. 'Stross makes computer programming and angel investing as thrilling as it gets.' Slate 'Stross's account of the best new entrepreneurs and the exciting companies they're building at startup schools is a great read for founders and would-be founders alike.' Marc Andreessen, co-founder of Andreessen Horowitz

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Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners, also entrepreneurs and mostly YC alumni. The list of YC-funded success stories includes Dropbox (now valued at $5 billion) and Airbnb ($1.3 billion). Receiving an offer from YC creates the opportunity of a lifetime -- it's like American Idol for budding entrepreneurs. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator's summer 2011 batch of young companies, offering a unique inside tour of the world of software startups. Most of the founders were male programmers in their mid-twenties or younger. Over the course of the summer, they scrambled to heed Graham's seemingly simple advice: make something people want. We watch the founders work round-the-clock, developing and retooling products as diverse as a Web site that can teach anyone programming, to a Wikipedia-like site for rap lyrics, to software written by a pair of attorneys who

seek to "(Bmake attorneys obsolete." Founders are guided by Graham's notoriously direct form of tough-love feedback. "(BHere, we don't fire you," he says. "(BThe market fires you. If you're sucking, I'm not going to run along behind you, saying, 'You're sucking, you're sucking, c'mon, stop sucking.'" Some teams would even abandon their initial idea midsummer and scramble to begin anew. The program culminated in "(BDemo Day," when founders pitched their startup to several hundred top angel investors and venture capitalists. A lucky few attracted capital that gave their startup a valuation of multiple millions of dollars. Others went back to the drawing board. This is the definitive story of a seismic shift that's occurred in the business world, in which coding skill trumps employment experience, pairs of undergraduates confidently take on Goliaths, tiny startups working out of an apartment scale fast, and investors fall in love.

When will humans return to the moon? When will we land on Mars? Looking ahead, see how space heroes struggled to survive in outer space half a century ago, challenging the limits of technology with wisdom and courage. In April 1970, during the heyday of the Apollo space program, the Aerospace Administration sent Lowell and three others to fly the Apollo 13 for the third moon landing mission in the United States. On the third day of the mission, an unexplained explosion severely damaged the spacecraft, causing a large amount of oxygen and power loss, and the astronauts were forced to enter the lunar module for temporary shelter. The focus of the story is not only the spacecraft, but also the

dedication of the control center personnel, and the stories of Lowell's relatives.

Traditional Chinese edition of Brene Brown's The Gifts of Imperfection: Let Go of Who You Think Youre Supposed to Be and Embrace Who You Are.

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Queer media studies has mostly focused on lesbian, gay, bisexual, transgender, and queer (LGBTQ) visibility, stereotypes, and positive images, but media technologies aren’t just vehicles for representations, they also shape them. How can queer theory and queer methodologies complicate our understanding of communication technologies, their structures and uses, and the cultural and political

implications of these? How can queer technologies inform debates about affect, temporality, and publics? This book presents new scholarship that addresses queer media production and practices across a wide range of media, including television, music, zines, video games, mobile applications, and online spaces. The authors consider how LGBTQ representations and reception are shaped by technological affordances and constraints. Chapters deal with critical contemporary concepts such as counterpublics, affect, temporality, nonbinary practices, queer technique, and transmediation to explore intersections among communication and media studies and cutting-edge queer and transgender theory. This collection moves beyond considering LGBTQ representations as they appear in media to consider the central role of technologies in understanding intersections among gender, sexuality, and media. Even the most heteromasculine technologies can be queered, yet we can’t assume queerness works in the same way across different media. Emergent media technologies afford queer worldmaking, but these worlds are forged between normalization and niche marketing. This book was originally published as a special issue of Critical Studies in Media Communication.

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Geeks, hackers and gamers share a common ‘geek culture’, whose members are defined and define themselves mainly in terms of technology and rationality. The members of geek culture produce and circulate stories to express who they are and to explain and justify what they do. Geek storytelling draws on plots and themes from the wider social and cultural context in which geeks live. The author surveys many stories of heated exchanges and techno-tribal conflicts that date back to the earliest days of personal computing, which construct the “self” and the “enemy”, and express and debate a range of political positions. Geek and Hacker Stories will be of interest to students of digital social science and media studies. Both geeky and non-technical readers will find something of value in this account.

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