
The Mom Test

The Mom Test

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Final thought of The Mom Test

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Mom Test

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CONCLUSION

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The Mom Test

How to talk to customers & learn if your business is a good idea when everyone is lying to you *Robfitz Ltd*

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational

skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

Write Useful Books: A Modern Approach to Designing and Refining Recommendable Nonfiction

This guide contains everything I know about how to design, test, and refine nonfiction that is able to endure for years, get recommended, and grow on its own. Whether you're aiming for this guide can help you get there.

The Workshop Survival Guide

How to Design and Teach Educational Workshops That Work Every Time

Need to run a workshop? Your attendees are trusting you with their time and attention. What are you giving them in return? Most workshops don't work. They fail to deliver real results and they fail to keep the audience energetic and engaged. They're stressful to run and painful to attend. Designing and running a brilliant workshop is easier than you think. It's not about flashy showmanship or natural charisma. Instead, it's about following a set of clear, simple rules for structuring and arranging the day. Discover and use key design principles such as: Naturally refresh and maintain the audience's attention and energy by alternating the "teaching format" (e.g. lecture, small group discussion, hands-on practice) every 20 minutes and making strategic use of good breaks. Dramatically improve your educational impact by choosing an exercise which is

properly matched to the type of knowledge/skill/wisdom currently being taught. Save dozens of hours by beginning your design process with a simple "skeleton" of Learning Outcomes and timings rather than jumping straight into slides and materials. Finish on time, every time, by intentionally designing flexible "schedule springs" into your session, allowing you to seamlessly adjust to delays and bad luck, and to ensure that everyone learns what they came for without running late. The first half of the book covers everything you'll need to know about designing and refining the session itself. With a good design in hand, teaching a brilliant workshop goes from arduous to nearly automatic. The second half of the book shifts from ahead-of-time design to day-of facilitation. Learn the essential facilitation needed to solve unexpected problems and run a smooth, stress-free workshop: Reliable tools and tactics for crowd control, recovering attention, and shifting between tasks (without feeling like you're fighting against your audience). Clear guidance for picking the best room setup, and also improving a "bad" room to make the most of it. Spotting and problem-solving the six major types of "difficult" attendees who are being either accidentally or intentionally disruptive (including the most common issue of bringing a hostile expert onto your side). Checklists and reminders of what to bring, what to do, and when to do it, in order to ensure that nothing gets forgotten, overlooked, or lost. At no point in the book will we ask you to "put on a big smile" or "project confidence". That's fluffy BS which doesn't work. Instead, we'll give you clear, concrete tools for managing a crowd and seamlessly guiding everyone to an effective outcome. Why we're the

right authors to help you succeed. Over the last 15 years, we've designed and run a huge number of successful workshops (and a few major flops) covering every type of audience: executives, undergrads, MBAs, disadvantaged youths, busy professionals, and more. We've designed everything from 20-minute teasers to 3-month intensives, in locations ranging from Costa Rica and Qatar to London and Berlin. We've taught for companies like HP and Deloitte and for universities like Oxford and NYU. We've built workshops for every price point, from free upskilling (paid for by the state or employer) through to \$4000-per-seat premium events. We've taught casual sessions, with beer in hand and flip-flop on foot, through to formal, posh affairs with glitzy venues and high-end catering. In every case, no matter where it was located or who it was for, the process outlined in these pages worked. Perhaps most importantly, we can teach you how to do this. We've trained up teachers from scratch who are now billing upwards of \$5000 per day and getting invited back to teach again and again. This stuff isn't complicated. You can learn it!

Amp It Up

Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating Intensity John Wiley & Sons

Wall Street Journal, USA Today, and Publishers Weekly Bestseller. The secret to leading growth is your mindset. Snowflake CEO Frank Slootman is one of the tech world's most accomplished executives in enterprise growth, having led Snowflake to the largest software IPO ever after leading ServiceNow and Data

Domain to exponential growth and the public market before that. In *Amp It Up: Leading for Hypergrowth by Raising Expectations, Increasing Urgency, and Elevating Intensity*, he shares his leadership approach for the first time. *Amp It Up* delivers an authoritative look at what it takes to transform an organization for maximum growth and scale. Sloatman shows that most leaders have significant room to improve their organization's performance without making expensive changes to their talent, structure, or fundamental business model—and they don't need to bring in an army of consultants to do it. What they do need is to align people around what matters and execute with urgency and intensity every day. Leading for unprecedented growth means declaring war on mediocrity, breaking the status quo, and making conflicted choices daily, all with a relentless focus on the mission. *Amp It Up* provides the first principles to guide that change, and the tactical advice for organizing a company around them. Perfect for executives, entrepreneurs, founders, managers, and leaders of all kinds, *Amp It Up* is a must-read resource for anyone who seeks to unleash the growth potential of a company and scale it to heights they never thought possible.

The Year Mom Won the Pennant
Little, Brown Books for Young Readers

a The boys are all hesitant when one boy's mother is the only parent who volunteers to coach their Little League team, but there is quite a surprise in store for them.

Mom & Me & Mom *Random House*
NEW YORK TIMES BESTSELLER • A moving memoir about the legendary author's relationship with her own

mother. Emma Watson's *Our Shared Shelf Book Club Pick!* The story of Maya Angelou's extraordinary life has been chronicled in her multiple bestselling autobiographies. But now, at last, the legendary author shares the deepest personal story of her life: her relationship with her mother. For the first time, Angelou reveals the triumphs and struggles of being the daughter of Vivian Baxter, an indomitable spirit whose petite size belied her larger-than-life presence—a presence absent during much of Angelou's early life. When her marriage began to crumble, Vivian famously sent three-year-old Maya and her older brother away from their California home to live with their grandmother in Stamps, Arkansas. The subsequent feelings of abandonment stayed with Angelou for years, but their reunion, a decade later, began a story that has never before been told. In *Mom & Me & Mom*, Angelou dramatizes her years reconciling with the mother she preferred to simply call "Lady," revealing the profound moments that shifted the balance of love and respect between them. Delving into one of her life's most rich, rewarding, and fraught relationships, *Mom & Me & Mom* explores the healing and love that evolved between the two women over the course of their lives, the love that fostered Maya Angelou's rise from immeasurable depths to reach impossible heights. Praise for *Mom & Me & Mom* "Mom & Me & Mom is delivered with Angelou's trademark good humor and fierce optimism. If any resentments linger between these lines, if lives are partially revealed without all the bitter details exposed, well, that is part of Angelou's forgiving design. As an account of reconciliation, this little book is just revealing enough, and pretty

irresistible.”—The Washington Post “Moving . . . a remarkable portrait of two courageous souls.”—People “[The] latest, and most potent, of her serial autobiographies . . . [a] tough-minded, tenderhearted addition to Angelou’s spectacular canon.”—Elle “Mesmerizing . . . Angelou has a way with words that can still dazzle us, and with her mother as a subject, Angelou has a near-perfect muse and mystery woman.”—Essence

The Curious Incident of the Dog in the Night-Time

A Novel *Vintage*

A bestselling modern classic—both poignant and funny—about a boy with autism who sets out to solve the murder of a neighbor's dog and discovers unexpected truths about himself and the world. Nominated as one of America’s best-loved novels by PBS’s The Great American Read Christopher John Francis Boone knows all the countries of the world and their capitals and every prime number up to 7,057. He relates well to animals but has no understanding of human emotions. He cannot stand to be touched. And he detests the color yellow. This improbable story of Christopher's quest to investigate the suspicious death of a neighborhood dog makes for one of the most captivating, unusual, and widely heralded novels in recent years.

Infinite Jest *Back Bay Books*

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America Set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, *Infinite Jest* explores essential questions about what entertainment is and why it has come to

so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, *Infinite Jest* bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do. "The next step in fiction...Edgy, accurate, and darkly witty...Think Beckett, think Pynchon, think Gaddis. Think." --Sven Birkerts, *The Atlantic*

Getting to Plan B

Breaking Through to a Better Business Model *Harvard Business Press*

You have a new venture in mind. And you've crafted a business plan so detailed it's a work of art. Don't get too attached to it. As John Mullins and Randy Komisar explain in *Getting to Plan B*, new businesses are fraught with uncertainty. To succeed, you must change the plan in real time as the inevitable challenges arise. In fact, studies show that entrepreneurs who stick slavishly to their Plan A stand a greater chance of failing—and that many successful businesses barely resemble their founders' original idea. The authors provide a rigorous process for stress testing your Plan A and determining how to alter it so your business makes money, solves customers' needs, and endures. You'll discover strategies for: -Identifying the leap-of-faith assumptions hidden in your plan -Testing those assumptions and unearthing why the plan might not work -Reconfiguring the five components of

your business model-revenue model, gross margin model, operating model, working capital model, and investment model-to create a sounder Plan B. Filled with success stories and cautionary tales, this book offers real cases illustrating the authors' unique process. Whether your idea is for a start-up or a new business unit within your organization, *Getting to Plan B* contains the road map you need to reach success.

The Mother Code *Penguin*

What it means to be human—and a mother—is put to the test in Carole Stivers's debut novel set in a world that is more chilling and precarious than ever. The year is 2049. When a deadly non-viral agent intended for biowarfare spreads out of control, scientists must scramble to ensure the survival of the human race. They turn to their last resort, a plan to place genetically engineered children inside the cocoons of large-scale robots—to be incubated, birthed, and raised by machines. But there is yet one hope of preserving the human order: an intelligence programmed into these machines that renders each unique in its own right—the Mother Code. Kai is born in America's desert Southwest, his only companion his robotic Mother, Rho-Z. Equipped with the knowledge and motivations of a human mother, Rho-Z raises Kai and teaches him how to survive. But as children like Kai come of age, their Mothers transform too—in ways that were never predicted. And when government survivors decide that the Mothers must be destroyed, Kai is faced with a choice. Will he break the bond he shares with Rho-Z? Or will he fight to save the only parent he has ever known? Set in a future that could be our own, *The Mother Code* explores what truly

makes us human—and the tenuous nature of the boundaries between us and the machines we create.

Who Not How

The Formula to Achieve Bigger Goals Through Accelerating Teamwork *Hay House, Inc*

The world's foremost entrepreneurial coach shows you how to make a mindset shift that opens the door to explosive growth and limitless possibility—in your business and your life. Have you ever had a new idea or a goal that excites you... but not enough time to execute it? What about a goal you really want to accomplish...but can't because instead of taking action, you procrastinate? Do you feel like the only way things are going to get done is if you do them? But what if it wasn't that way? What if you had a team of people around you that helped you accomplish your goals (while you helped them accomplish theirs)? When we want something done, we've been trained to ask ourselves: "How can I do this?" Well, there is a better question to ask. One that unlocks a whole new world of ease and accomplishment. Expert coach Dan Sullivan knows the question we should ask instead: "Who can do this for me?" This may seem simple. And it is. But don't let the lack of complexity fool you. By mastering this question, you will quickly learn how billionaires and successful entrepreneurs like Dan build incredible businesses and personal freedom. This book will teach you how to make this essential paradigm-shift so you can:

- Build a successful business effectively while not killing yourself
- Immediately free-up 1,000+ hours of work that you shouldn't be doing anyway
- Bypass the typical scarcity and decline

of aging and other societal norms • Increase your vision in all areas of life and build teams of WHOs to support you in that vision • Never be limited in your goals and ambitions again • Expand your abundance of wealth, innovation, relationships, and joy • Build a life where everything you do is your choice--how you spend your time, how much money you make, the quality of your relationships, and the type of work you do Making this shift involves retraining your brain to stop limiting your potential based on what you solely can do and instead focus on the nearly infinite and endless connections between yourself and other people as well as the limitless transformation possible through those connections.

Zero to Sold

How to Start, Run, and Sell a Bootstrapped Business

One of Those Hideous Books Where the Mother Dies *Simon and Schuster*

Fifteen-year-old Ruby Milliken leaves her best friend, her boyfriend, her aunt, and her mother's grave in Boston and reluctantly flies to Los Angeles to live with her father, a famous movie star who divorced her mother before Ruby was born.

Escaping the Build Trap

How Effective Product Management Creates Real Value *O'Reilly Media*

To stay competitive in today's market, organizations need to adopt a culture of customer-centric practices that focus on outcomes rather than outputs. Companies that live and die by outputs often fall into the "build trap," cranking out features to meet their schedule

rather than the customer's needs. In this book, Melissa Perri explains how laying the foundation for great product management can help companies solve real customer problems while achieving business goals. By understanding how to communicate and collaborate within a company structure, you can create a product culture that benefits both the business and the customer. You'll learn product management principles that can be applied to any organization, big or small. In five parts, this book explores: Why organizations ship features rather than cultivate the value those features represent How to set up a product organization that scales How product strategy connects a company's vision and economic outcomes back to the product activities How to identify and pursue the right opportunities for producing value through an iterative product framework How to build a culture focused on successful outcomes over outputs

The Minimalist Entrepreneur

How Great Founders Do More with Less *Penguin*

"Pay attention."—Jason Fried A revolutionary roadmap for building startups that go the distance Now more than ever, you don't need a fancy office, Ivy League degree, or millions of dollars in venture capital to launch a business that matters for the communities you care most about. Software, the internet, and remote work have made it possible for entrepreneurs to start for free, make a customer of anyone, and grow a profitable, sustainable company from anywhere. Packed with hard-won, battle-tested lessons from Lavingia's own journey of building Gumroad, a platform for creators to sell their work, The

Minimalist Entrepreneur teaches founders how to: • start then learn • build a community, then solve a problem for them • charge for something even before you've built anything • avoid running out of money and, more importantly, energy • run a tight ship amid the rise of the gig economy and remote work • own a business without it owning you back. The Minimalist Entrepreneur is the manifesto for a new generation of founders who would rather build great companies than big ones. This is essential knowledge for every founder aspiring to build a business worth building.

Pinch of Nom

100 Home-Style Recipes for Health and Weight Loss *St. Martin's Essentials*

The must-have cookbook from the UK's most popular food blog, Americanized for a US audience! For breakfast, lunch, dinner, and desserts, Kate Allinson and Kay Featherstone's pinchofnom.com has helped millions of people cook delicious food and lose weight. With over 100 incredible recipes, the Pinch of Nom cookbook can help beginner and experienced home-cooks alike enjoy exciting, flavorful, and satisfying meals. From Chicken Fajita Pie and Vegetable Tagine to Cheesecake Stuffed Strawberries and Tiramisu, this food is so good you'll never guess the calorie count. Each recipe is labeled with icons to guide you toward the ones to eat tonight—whether you're looking for a vegetarian dish, hoping to create a takeout meal, want to feed a family of four or more, or have limited time to shop, prep, and cook. Pinch of Nom is the go-to home cookbook for mouthwatering meals that work for readers on diet plans like Weight

Watchers, counting carbs and calories, or following any other goal-oriented eating program.

The Land of Stories: The Wishing Spell *Little, Brown Books for Young Readers*

The first book in Chris Colfer's #1 New York Times bestselling series The Land of Stories about two siblings who fall into a fairy-tale world! Alex and Conner Bailey's world is about to change forever, in this fast-paced adventure that uniquely combines our modern day world with the enchanting realm of classic fairy tales. The Land of Stories tells the tale of twins Alex and Conner. Through the mysterious powers of a cherished book of stories, they leave their world behind and find themselves in a foreign land full of wonder and magic where they come face-to-face with fairy tale characters they grew up reading about. But after a series of encounters with witches, wolves, goblins, and trolls alike, getting back home is going to be harder than they thought.

The Lean Product Playbook

How to Innovate with Minimum Viable Products and Rapid Customer Feedback *John Wiley & Sons*

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new

and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to:

- Determine your target customers
- Identify underserved customer needs
- Create a winning product strategy
- Decide on your Minimum Viable Product (MVP)
- Design your MVP prototype
- Test your MVP with customers
- Iterate rapidly to achieve product-market fit

This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find *The Lean Product Playbook* an indispensable, hands-on resource.

Deploy Empathy

A Practical Guide to Interviewing Customers

Deploy Empathy will help you learn the skill of talking to your customers—learning to truly listen to them—so that you can pull out their hidden needs, desires, and processes. Empathy is a skill that anyone can learn. Armed with the tactics you'll learn in this book and the toolbox of scripts and phrases, you'll be able to sell more of your existing product, build the right features that will delight your customers, and stop churn in its tracks. By the end of this book, you'll be able to interview customers and potential customers with confidence.

Hacking Growth

How Today's Fastest-Growing Companies Drive Breakout Success *Currency*

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking,

and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

The Cold Start Problem

How to Start and Scale Network Effects *HarperCollins*

A startup executive and investor draws on expertise developed at the premier venture capital firm Andreessen Horowitz and as an executive at Uber to address how tech's most successful products have solved the dreaded "cold start problem"—by leveraging network effects to launch and scale toward billions of users. Although software has become easier to build, launching and scaling new products and services remains difficult. Startups face daunting

challenges entering the technology ecosystem, including stiff competition, copycats, and ineffective marketing channels. Teams launching new products must consider the advantages of "the network effect," where a product or service's value increases as more users engage with it. Apple, Google, Microsoft, and other tech giants utilize network effects, and most tech products incorporate them, whether they're messaging apps, workplace collaboration tools, or marketplaces. Network effects provide a path for fledgling products to break through, attracting new users through viral growth and word of mouth. Yet most entrepreneurs lack the vocabulary and context to describe them—much less understand the fundamental principles that drive the effect. What exactly are network effects? How do teams create and build them into their products? How do products compete in a market where every player has them? Andrew Chen draws on his experience and on interviews with the CEOs and founding teams of LinkedIn, Twitch, Zoom, Dropbox, Tinder, Uber, Airbnb, and Pinterest to offer unique insights in answering these questions. Chen also provides practical frameworks and principles that can be applied across products and industries. The Cold Start Problem reveals what makes winning networks thrive, why some startups fail to successfully scale, and, most crucially, why products that create and compete using the network effect are vitally important today.

Being There

Why Prioritizing Motherhood in the First Three Years Matters *Penguin*

A powerful look at the importance of a mother's presence in the first years of

life **Featured in The Wall Street Journal, and seen on Good Morning America, Fox & Friends, and CBS New York** In this important and empowering book, veteran psychoanalyst Erica Komisar explains why a mother's emotional and physical presence in her child's life--especially during the first three years--gives the child a greater chance of growing up emotionally healthy, happy, secure, and resilient. In other words, when it comes to connecting with your baby or toddler, more is more. Compassionate and balanced, and focusing on the emotional health of children and moms alike, this book shows parents how to give their little ones the best chance for developing into healthy and loving adults. Based on more than two decades of clinical work, established psychoanalytic theory, and the most cutting-edge neurobiological research on caregiving, attachment, and brain development, *Being There* explains:

- How to establish emotional connection with a newborn or young child--regardless of whether you're able to work part-time or stay home
- How to ease transitions to minimize stress for your baby or toddler
- How to select and train quality childcare
- What's true and false about widely held beliefs like "I'm not good with babies" and "I'll make up for it when he's older"
- How to recognize and combat feelings of postpartum depression or boredom
- Why three months of maternity leave is not long enough--and how parents can take control of their choices to provide for their family's emotional needs in the first three years

Being a new mom isn't easy. But with support, emotional awareness, and coping skills, it can be the most magical—and essential—work we'll ever do.

The Rabbit Who Wants to Fall Asleep

A New Way of Getting Children to Sleep *RH Childrens Books*

"The magical book that will have your kids asleep in minutes." —The New York Post This groundbreaking #1 international bestseller is sure to calm racing minds and make bedtime easy and fun for kids and parents! Do you struggle with getting your child to fall asleep? Do anxiety or worries ever interfere with bedtime? Join parents all over the world who have embraced *The Rabbit Who Wants to Fall Asleep* as their new nightly routine. When Roger can't fall asleep, Mommy Rabbit takes him to see Uncle Yawn, who knows just what to do. Children will join Roger on his journey and be lulled to sleep alongside their new friend. Carl-Johan Forssén Ehrlin's simple story uses a unique and distinct language pattern that will help your child relax and fall asleep—at bedtime or naptime. Reclaim bedtime today! "A book whose powerfully soporific effects my son is helpless to resist." —The New York Times New York Times Bestseller USA Today Bestseller Publishers Weekly Bestseller Translated into 46 Languages "On the cover of [The Rabbit Who Wants to Fall Asleep] there's a sign that reads, 'I can make anyone fall asleep'—and that's a promise sleep-deprived parents can't resist." —NPR "For many parents, getting kids to fall asleep can be a nightmare. But [The Rabbit Who Wants to Fall Asleep] . . . promises to make the process easier and help kids to drift off to sleep faster." —CBS News

Slaughterhouse-Five

A Novel *Dial Press Trade Paperback*

A special fiftieth anniversary edition of Kurt Vonnegut's masterpiece, "a desperate, painfully honest attempt to confront the monstrous crimes of the twentieth century" (Time), featuring a new introduction by Kevin Powers, author of the National Book Award finalist *The Yellow Birds* Selected by the Modern Library as one of the 100 best novels of all time *Slaughterhouse-Five*, an American classic, is one of the world's great antiwar books. Centering on the infamous World War II firebombing of Dresden, the novel is the result of what Kurt Vonnegut described as a twenty-three-year struggle to write a book about what he had witnessed as an American prisoner of war. It combines historical fiction, science fiction, autobiography, and satire in an account of the life of Billy Pilgrim, a barber's son turned draftee turned optometrist turned alien abductee. As Vonnegut had, Billy experiences the destruction of Dresden as a POW. Unlike Vonnegut, he experiences time travel, or coming "unstuck in time." An instant bestseller, *Slaughterhouse-Five* made Kurt Vonnegut a cult hero in American literature, a reputation that only strengthened over time, despite his being banned and censored by some libraries and schools for content and language. But it was precisely those elements of Vonnegut's writing—the political edginess, the genre-bending inventiveness, the frank violence, the transgressive wit—that have inspired generations of readers not just to look differently at the world around them but to find the confidence to say something about it. Authors as wide-ranging as Norman Mailer, John Irving, Michael Crichton, Tim O'Brien, Margaret Atwood, Elizabeth Strout, David Sedaris, Jennifer Egan, and J. K. Rowling have all found

inspiration in Vonnegut's words. Jonathan Safran Foer has described Vonnegut as "the kind of writer who made people—young people especially—want to write." George Saunders has declared Vonnegut to be "the great, urgent, passionate American writer of our century, who offers us . . . a model of the kind of compassionate thinking that might yet save us from ourselves." Fifty years after its initial publication at the height of the Vietnam War, Vonnegut's portrayal of political disillusionment, PTSD, and postwar anxiety feels as relevant, darkly humorous, and profoundly affecting as ever, an enduring beacon through our own era's uncertainties. "Poignant and hilarious, threaded with compassion and, behind everything, the cataract of a thundering moral statement."—The Boston Globe

Talking to Humans

Success Starts with Understanding Your Customers

Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

The Mother's Promise *Macmillan*

"A page-turner. All the pieces masterfully come together at the end to create a beautiful novel of courage and love in the face of sorrow." —Booklist (starred review) All their lives, Alice Stanhope and her daughter Zoe have been a family of two, living quietly in northern California. Zoe has always struggled with crippling social anxiety and her mother

has been her constant and fierce protector. With no family to speak of, and the identity of Zoe's father shrouded in mystery, their team of two works—until it doesn't. Until Alice gets sick and needs to fight for her life. Desperate to find stability for Zoe, Alice reaches out to two women who are practically strangers, but who are her only hope: Kate, a nurse, and Sonja, a social worker. As the four of them come together, a chain of events is set into motion and all four of them must confront their sharpest fears and secrets—secrets about abandonment, abuse, estrangement, and the deepest longing for family. Imbued with heart and humor in even the darkest moments, *The Mother's Promise* is an unforgettable novel about the unbreakable bonds between mothers and daughters, and the new ways in which families are forged.

Forget the Alamo

The Rise and Fall of an American Myth *Penguin*

A New York Times bestseller! "Lively and absorbing. . ." — The New York Times Book Review "Engrossing." —Wall Street Journal "Entertaining and well-researched . . ." —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory

fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as *Forget the Alamo* definitively shows, owes more to fantasy than reality. Just as the site of the Alamo was left in ruins for decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. *Forget the Alamo* provocatively explains the true story of the battle against the backdrop of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past forty-some years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

The Start-Up J Curve

The Six Steps to Entrepreneurial Success *Greenleaf Book Group*

A predictable pattern of success Entrepreneurs who have read early drafts of *The Start-Up J Curve* responded, "I wish I had this book years ago." A

start-up unfolds in a predictable pattern; the more aware entrepreneurs are of this pattern, the better able they will be to capitalize on it. Author Howard Love calls this pattern the start-up J Curve: The toughest part of the endeavor is the time between the actual start of a new business and when the product and model are firmly established. The Start-Up J Curve gives entrepreneurs the tools they need to get through the early challenges so they can reach the primary value creation that lies beyond. Love brings thirty-five years of start-up experience to this comprehensive guide to starting a business. He outlines the six predictable stages of start-up growth and details the activities that should be undertaken at each stage to ensure success and to avoid common pitfalls. Instead of feeling lost and confused after a setback, start-up founders and investors can anticipate the challenges, overcome the obstacles, and ride the curve to the top.

The Power of Broke

How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage *Currency*

The star of ABC's "Shark Tank" demonstrates how starting a business on a shoestring can provide significant competitive advantages for entrepreneurs by forcing them to think creatively, use resources efficiently, and connect more authentically with customers. --Publisher's description.

A CHANCE IN THE WORLD

An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home *Thomas Nelson*

A heart-rending but uplifting story of the human spirit's ability to prevail. From the day he is five-years-old and dropped off at his foster home of the next eleven years, Stephen is mentally and physically tortured. No one in the system can help him. No one can tell him if he has a family. No one can tell him why, with obvious African-American features, he has the last name of Klakowicz. Along the way, a single faint light comes only from a neighbor's small acts of kindness and caring—and a box of books. From one of those books he learns that he has to fight in any way he can—for victory is in the battle. His victory is to excel in school. Against all odds, the author succeeded. He attended college, graduated, became a successful corporate executive, and married a wonderful woman with whom he established a loving family of his own. Through it, he dug voraciously through records and files and found his history, his birth family—and the ultimate disappointment as some family members embrace him, but others reject him. Readers won't be the same after reading this powerful story. They will share in the hurts and despair but also in the triumph against daunting obstacles. They will share this story with their family, with their friends, with their neighbors.

The Immortal Life of Henrietta Lacks *Crown*

#1 NEW YORK TIMES BESTSELLER • "The story of modern medicine and bioethics—and, indeed, race relations—is refracted beautifully, and movingly."—Entertainment Weekly NOW A MAJOR MOTION PICTURE FROM HBO® STARRING OPRAH WINFREY AND ROSE BYRNE • ONE OF THE "MOST INFLUENTIAL" (CNN), "DEFINING"

(LITHUB), AND “BEST” (THE PHILADELPHIA INQUIRER) BOOKS OF THE DECADE • ONE OF ESSENCE’S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS • WINNER OF THE CHICAGO TRIBUNE HEARTLAND PRIZE FOR NONFICTION NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • Entertainment Weekly • O: The Oprah Magazine • NPR • Financial Times • New York • Independent (U.K.) • Times (U.K.) • Publishers Weekly • Library Journal • Kirkus Reviews • Booklist • Globe and Mail Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor Southern tobacco farmer who worked the same land as her slave ancestors, yet her cells—taken without her knowledge—became one of the most important tools in medicine: The first “immortal” human cells grown in culture, which are still alive today, though she has been dead for more than sixty years. HeLa cells were vital for developing the polio vaccine; uncovered secrets of cancer, viruses, and the atom bomb’s effects; helped lead to important advances like in vitro fertilization, cloning, and gene mapping; and have been bought and sold by the billions. Yet Henrietta Lacks remains virtually unknown, buried in an unmarked grave. Henrietta’s family did not learn of her “immortality” until more than twenty years after her death, when scientists investigating HeLa began using her husband and children in research without informed consent. And though the cells had launched a multimillion-dollar industry that sells human biological materials, her family never saw any of the profits. As Rebecca Skloot so brilliantly shows, the story of the Lacks family—past and present—is inextricably connected to the dark

history of experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. Over the decade it took to uncover this story, Rebecca became enmeshed in the lives of the Lacks family—especially Henrietta’s daughter Deborah. Deborah was consumed with questions: Had scientists cloned her mother? Had they killed her to harvest her cells? And if her mother was so important to medicine, why couldn’t her children afford health insurance? Intimate in feeling, astonishing in scope, and impossible to put down, *The Immortal Life of Henrietta Lacks* captures the beauty and drama of scientific discovery, as well as its human consequences.

Design a Better Business

New Tools, Skills, and Mindset for Strategy and Innovation *John Wiley & Sons*

How to use this book: 8 Chapters; 48 Case studies; 20 Tools; 7 Core skills; 29 Designers; 36 Hacks; >150 Visuals.

Understanding Michael Porter

The Essential Guide to Competition and Strategy *Harvard Business Press*

Examines and explains the revolutionary business frameworks of Michael Porter, with examples to illustrate and update Porter's ideas for achieving and sustaining competitive success.

The Four Steps to the Epiphany

Successful Strategies for Products that Win *John Wiley & Sons*

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the*

Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Start at the End

How to Build Products That Create Change *Penguin*

Nudge meets Hooked in a practical approach to designing products and

services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

Lean Customer Development

Building Products Your Customers Will Buy *"O'Reilly Media, Inc."*

How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and

millions on a product or service that no one needs or wants. With a combination of open-ended interviewing and fast and flexible research techniques, you'll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they'll help you reach the "ah-ha!" moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people. Learn how to conduct successful customer interviews play-by-play. Detect a customer's behaviors, pain points, and constraints. Turn interview insights into Minimum Viable Products to validate what customers will use and buy. Adapt customer development strategies for large companies, conservative industries, and existing products.

The Mom 100 Cookbook

100 Recipes Every Mom Needs in Her Back Pocket, Regular Version *Workman Publishing*

Introducing the lifesaving cookbook for every mother with kids at home—the book that solves the 20 most common cooking dilemmas. What's your predicament: breakfast on a harried school morning? The Mom 100's got it—Personalized Pizzas are not only fast but are nutritious, and hey, it doesn't get any better than pizza for breakfast. Kids making noise about the same old lunch? The Mom 100's got it—three different Turkey Wraps, plus a Wrap Blueprint delivers enough variety to last for years. Katie Workman, founding editor in chief of Cookstr.com and mother of two school-age kids, offers recipes, tips, techniques, attitude, and wisdom for staying happy in the kitchen while proudly keeping it homemade—because

homemade not only tastes best, but is also better (and most economical) for you. The Mom 100 is 20 dilemmas every mom faces, with 5 solutions for each: including terrific recipes for the vegetable-averse, the salad-rejector, for the fish-o-phobe, or the overnight vegetarian convert. "Fork-in-the-Road" variations make it easy to adjust a recipe to appeal to different eaters (i.e., the kids who want bland and the adults who don't). "What the Kids Can Do" sidebars suggest ways for kids to help make each dish.

Testing Business Ideas

A Field Guide for Rapid Experimentation *John Wiley & Sons*

A practical guide to effective business model testing. 7 out of 10 new products fail to deliver on expectations. Testing Business Ideas aims to reverse that statistic. In the tradition of Alex Osterwalder's global bestseller *Business Model Generation*, this practical guide contains a library of hands-on techniques for rapidly testing new business ideas. Testing Business Ideas explains how systematically testing business ideas dramatically reduces the risk and increases the likelihood of success for any new venture or business project. It builds on the internationally popular Business Model Canvas and Value Proposition Canvas by integrating Assumptions Mapping and other powerful lean startup-style experiments. Testing Business Ideas uses an engaging 4-color format to: Increase the success of any venture and decrease the risk of wasting time, money, and resources on bad ideas. Close the knowledge gap between strategy and experimentation/validation. Identify and test your key business assumptions with

the Business Model Canvas and Value Proposition Canvas. A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. *Testing Business Ideas* shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.

The Mom Project

21 Days to a More Connected Family *Harvest House Publishers*

You've Invested a Lot in Being a Good Mom... Your kids are in school, doing their chores, and cleaning just enough to keep their rooms from being condemned by the Board of Health. But do you want to connect with your children outside your regular routine and find ways to understand, enjoy, and learn more about them? This handy guide offers a straightforward, workable plan to do just that! Including special tips for single moms, blended families, and moms of teens, you will find inspiration to try simple ideas such as planning a family fun night sharing with your child what you like about them surprising them with a special treat writing a love note to your child completing a fun family project Kathi's warm, funny, and thought-provoking expertise will give you the tools and confidence you need to connect with your kids. Small efforts can make a big difference in the life of a child...and in the life of a mom!

Start Small, Stay Small

A Developer's Guide to Launching a Startup *The Numa Group LLC*

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: * You don't have \$6M of investor funds sitting in your bank account * You're not going to relocate to the handful of startup hubs in the world * You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. *Start Small, Stay Small* also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.