

The Mom Test By Rob Tz 2 Startup Werkboek

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

As Python continues to grow in popularity, projects are becoming larger and more complex. Many Python developers are now taking an interest in high-level software design patterns such as hexagonal/clean architecture, event-driven architecture, and the strategic patterns prescribed by domain-driven design (DDD). But translating those patterns into Python isn't always straightforward. With this hands-on guide, Harry Percival and Bob Gregory from MADE.com introduce proven architectural design patterns to help Python developers manage application complexity—and get the most value out of their test suites. Each pattern is illustrated with concrete examples in beautiful, idiomatic Python, avoiding some of the verbosity of Java and C# syntax. Patterns include: Dependency inversion and its links to ports and adapters (hexagonal/clean architecture) Domain-driven design's distinction between entities, value objects, and aggregates Repository and Unit of Work patterns for persistent storage Events, commands, and the message bus Command-query responsibility segregation (CQRS) Event-driven architecture and reactive microservices

The seven kids who bonded in Mr. Terupt's fifth-grade class are now in eighth grade, reunited with their beloved teacher, and vow to make the year as memorable as possible. Jeffrey, Alexia, Anna, Danielle, Luke, Peter, and Jessica are thrilled to have their beloved teacher, Mr. Terupt, back for the school year--this time as their biweekly adviser. They still rely on him for guidance in all things, school and life. When Mr. Terupt reveals what his plan is after the school year ends, the students hatch bucket-list type projects to show their appreciation for him in order to make the school year important, memorable, and way bigger than just the group. Will the gang stick together down to the final project? Will their friendships endure after the difficult goodbye?

Your essential guide to the Vedas When were the Vedas written, and why? Who were the people who composed them? Where did they come from, how did they live? Questions, conjectures and debates go hand in hand with the Vedas, the sacred keystone texts of Hinduism. Now, noted historian Roshen Dalal sifts through centuries of information and research to present, in a straightforward and succinct manner, an account of the Vedas that is authoritative yet accessible, thus appealing to both scholars and lay readers. In this book, key insights into the Vedas are complemented by a celebration of the poetry that lies within the texts. Using socio-economic data and archaeological and linguistic research, the author introduces us to the Vedic era, enabling us to understand the culture and philosophy that produced these ancient and sublime texts.

- Based on original research and numerous authoritative sources, including auxiliary texts and early commentaries
- Appendices featuring selected hymns from all four Vedas, and listing all the hymns that make up the Rig Veda
- Conveniently cross-referenced with a wealth of information

Civil war looms in the Bobiverse in this brand-new, epic-length adventure by best seller Dennis E. Taylor. More than a hundred years ago, Bender set out for the stars and was never heard from again. There has been no trace of him despite numerous searches by his clone-mates. Now Bob is determined to organize an expedition to learn Bender's fate-whatever the cost. But nothing is ever simple in the Bobiverse. Bob's descendants are out to the 24th generation now, and replicative drift has produced individuals who can barely be considered Bobs anymore. Some of them oppose Bob's plan; others have plans of their own. The out-of-control moots are the least of the Bobiverse's problems. Undaunted, Bob and his allies follow Bender's trail. But what they discover out in deep space is so unexpected and so complex that it could either save the universe-or pose an existential threat the likes of which the Bobiverse has never faced.

ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. Now in its fifth edition, The New Business Road Test is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies – Ella's Kitchen, Whole Foods, eBay and more – and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams. This book will help you answer the live-or-die questions:

- Are the market and industry attractive?
- Does the opportunity offer both customer benefits as well as competitive and economic sustainability?
- Can you deliver the results you seek?

The accompanying app (available on iTunes and Android) makes it easy to assemble all the evidence you need for your road test, wherever you are. www.newbusinessroadtest.com

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

When a company is committed to growing through innovation - not just exploiting the existing business models - standard accounting documents offer insufficient and, oftentimes irrelevant data. Innovation Accounting is a practical guide for these companies to help them measure and track innovation. Most established organizations have understood the need to innovate and become more digital, however the management tools available to leaders seeking to understand the investments in innovation are lacking. Financial accounting in particular is difficult to use in the context of (digital) innovation. Therefore a new complementary system for measuring and tracking innovation is needed. The book provides tools, frameworks, templates, and visualizations that can be easily understood and applied. These can all be used

by executives looking for a new way of measuring corporate performance in a world where accounting-recognized assets are becoming commodities, by investors seeking better ways of looking at a company's growth potential, and by managers who need to value innovation product teams using more than just financial indicators. Innovation Accounting is an essential go-to book for anyone that wants to measure their company's innovation ecosystem.

You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

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.

Embark on 7 Learning Adventures to Create a Business From Scratch. This book includes research on "who" is most likely to be successful in entrepreneurship across 26 different personality factors. No hype. No BS. No fluff. This is a comprehensive book full of examples to draw from. Start From Zero gives you the repeatable path to create a meaningful and profitable business without being dependent on any person, any platform, or anything. See new research on the top personality traits pulled from 30 successful entrepreneurs. Learn by example from 15 employees who became entrepreneurs. Much of the world believes you have to be smart, gifted, or lucky to make it with your own business. That's only true to a certain extent. You can actually screw up a lot and still get rich... if you get the right things done right. This is the only book that will show you how to successfully start from zero when you have nothing. Not even confidence. Start From Zero is the result of over 10 years of research, based on tested principles, with a methodology that will still be relevant a hundred years from now. If you are frustrated with your income and earning potential, this book is for you. Start From Zero teaches you how to install the 4 brains you need to create income & scalable products from scratch. Whether you are a frustrated employee, a time-strapped business owner, or a curious 16 year old wondering if you should attend college, Start From Zero delivers the goods. My hope is this book helps make entrepreneurship accessible to the entire world. I have personally helped thousands of people become free with this exact process. All of them started from zero. Many of them started as employees. You can be next. Put these principles into practice for 90 days and learn the skills to make success more likely in any endeavor you choose!

A funny, moving, and true story of an ordinary boy with an extraordinary face that's perfect for fans of Wonder—now available in the U.S. When Robert Hoge was born, he had a tumor the size of a tennis ball in the middle of his face and short, twisted legs. Surgeons removed the tumor and made him a new nose from one of his toes. Amazingly, he survived—with a face that would never be the same. Strangers stared at him. Kids called him names, and adults could be cruel, too. Everybody seemed to agree that he was “ugly.” But Robert refused to let his face define him. He played pranks, got into trouble, had adventures with his big family, and finally found a sport that was perfect for him to play. And Robert came face to face with the biggest decision of his life, he followed his heart. This poignant memoir about overcoming bullying and thriving with disabilities shows that what makes us “ugly” also makes us who we are. It features a reflective foil cover and black-and-white illustrations throughout.

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.

In The 5 Love Languages, you will discover the secret that has transformed millions of relationships worldwide. Whether your relationship is flourishing or failing, Dr. Gary Chapman's proven approach to showing and receiving love will help you experience deeper and richer levels of intimacy with your partner starting today.

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!

Learn how to stay sane and ensure both you and your business thrive for years. You run a business. And running a business is hard. It can ruin your health. It can ruin your relationships. It can ruin your life.

But only if you don't equip yourself for the journey. The responsibility, stress and loneliness of being an entrepreneur are a far cry from your friends who work salaried jobs. The path of least resistance is to let the stress and isolation of starting, running and growing a business infiltrate most aspects of your life. Over and over we've watched our fellow entrepreneurs succumb to the mental toll and chaos of running a business. We've also experienced it firsthand as we've launched and grown our own businesses. Odds are good that you've been overwhelmed at some point. Maybe you've read self help books only to find that books about stress management typically don't take into account the unique experience of entrepreneurs. Or they're 'lifehacks' written by a blogger with no formal training, offering advice based on anecdotes. Why do I need this book? You want to invest in yourself (and consequently, your business). You want to learn proven strategies, tactics and techniques to overcome the challenges that cause you heartburn and headaches. You want to get off the treadmill of stress, anxiety and isolation that entrepreneurship brings. You want to prevent burnout, depression, isolation, and the emergence of damaging coping strategies and self-sabotaging choices. Every aspect of this book is a pairing of psychological expertise with decades of entrepreneurial experience. Author, Seth Godin calls it, "A personal, generous and incredibly useful guide to staying sane and changing the world at the same time. Read it before you think you need it." Here are just a few things you will take away: New ways to deal with the responsibility and fear that go along with being an entrepreneur Why knowing yourself and where you came from is crucial to your success How to succeed as an entrepreneur no matter your personality type How to keep stress from ruining your relationships Dealing with depression, anxiety, burnout, ADHD and other common psychological burdens How to get more things done - and faster - by dealing with procrastination, distraction and muddled priorities How to deal with overwhelming (seemingly) massive failures How to find personal calm in the midst of chaos And much more... Love the book? Read a review! And join the conversation by joining our Facebook Group: www.facebook.com/groups/zenfounder/

Tired of all the "shoulds" that guide your life? Want to create a life full of meaning? Work on your own terms? See the world a little differently? Then it's time to Own Your Weird. Creative entrepreneur Jason Zook certainly walks the walk of "owning his weird." He's had some crazy yet successful schemes -- he's made over a million dollars by having more than 1,600 companies pay him to wear their t-shirt (a project called I WearYour Shirt). Later he auctioned off his last name twice, for \$50K each time. He then self-published his first book Creativity for Sale by nabbing sponsors and generating \$75K in revenue. Now Own Your Weird is targeted to other potential "out of the box" thinkers who dream not only of doing work on their own terms, but also creating a meaningful life. Consider Jason your spirit guide, offering strategies for honing in on what makes you weird, recognizing when feedback is just another form of procrastination, and how to stop with social media already. There's a specific set of strategies and exercises that can help you prioritize your life over your business, by identifying your MMM (Minimum Monthly Magic) number. He also offers examples from his own life (how he got out of \$124K worth of debt, escaped the pressure to have a big wedding, and has thrived on social media by primarily ignoring it). Own Your Weird is the permission slip you need to take that big risk. To finally chase down that big idea. And to let go of "supposed to" thoughts. See how life opens up when you break out of the blueprint.

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.

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author's own personal stories—and profiles of some of today's most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most-successful tech product companies, and the men and women behind every great product.

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.

A blend of oral history and memoir with a good dose of quirky humor, Tar Heel Traveler: New Journeys Across North Carolina is a celebratory look at the people and places of North Carolina. WRAL-TV reporter Scott Mason—the Tar Heel Traveler—profiles colorful characters and out-of-the-way places. The sequel consists of all new material and showcases twenty-five of Mason's most memorable television stories along with the amusing stories behind each.

Matt Mochary coaches the CEOs of many of the fastest-scaling technology companies in Silicon Valley. With The Great CEO Within, he shares his highly effective leadership and business-operating tools with any CEO or manager in the world. Learn how to efficiently scale your business from startup to corporation by implementing a system of accountability, effective problem-solving, and transparent feedback. Becoming a great CEO requires training. For a founding CEO, there is precious little time to complete that

training, especially at the helm of a rapidly growing company. Now you have the guidance you need in one book.

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

"This outstanding guide is the last word in renovation. In nearly 600 pages of text, accompanied by 1,000 illustrations, all systems used in the home are covered in detail, and with sensitivity for a nontechnical reader. If you are renovating a home or even thinking about it, this is the place to start....Essential."—Library Journal. "The opening chapter—is alone worth the cost of the book."—Atlanta Journal Constitution.

"In this mind-bending debut novel, Carole Stivers explores what it means to be a mother in a world that is more chilling and precarious than ever. It is 2049. When a U.S. attempt at stealth biowarfare goes awry, a team of scientists is engaged to ensure human survival on earth. Their best efforts fail, and they must 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 these machines, which have been programmed with the latest advances in artificial intelligence: the Mother Code. Kai is born in America's desert Southwest, his only companion his robotic Mother, Rho-Z. Equipped with the knowledge and intuition of a human mother, Rho-Z raises Kai and teaches him how to survive. As children like him come of age, their Mothers transform too--in ways that were never predicted. When government survivors decide that the machines who raised the children must be destroyed, Kai must fight to save the only parent he has ever known"--

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

Imagine you could develop a customer-focused culture so powerful that your employees always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. In short, imagine a workplace culture where employees were absolutely obsessed with customer service. The Service Culture Handbook is a step-by-step guide to help you develop a customer-focused culture in your company, department, or location. Whether you're just beginning your journey, or have been working on culture for years, this handbook will prepare you to take the next step. You'll receive actionable advice, straightforward exercises, and proven tools you can utilize immediately. Learn the one thing that forms the foundation of every great culture. Discover what customer-focused companies do differently to engage their employees. And explore ways to strategically align every facet of your organization with outstanding service. Creating and sustaining a customer-focused culture is a never-ending journey that takes hard work, dedication, and commitment. The Service Culture Handbook is an indispensable resource to help you and your employees stay headed in the right direction. Praise for The Service Culture Handbook: "The Service Culture Handbook provides the poignant inspiration and practical instruction for the difficult work of transforming a service culture into one that is distinctive, successful, and permanent." -Chip R. Bell, author of Kaleidoscope: Delivering Innovative Service That Sparkles "Though research continues to uncover the astonishing impact of customer-focused cultures on customer loyalty and business results, few organizations know how to get there. Jeff Toister unlocks that mystery through this practical (and fun to read!) guide to developing a culture that really works." -Brad Cleveland, founding partner and former CEO, International Customer Management Institute

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.

21 days without power. 2 brothers on a desperate trek. 72 hours before time runs out... The Lockwood brothers are supposed to be able to survive anything. Their dad, a hardcore believer in self-reliance, has stockpiled enough food and water at their isolated Nevada home to last for months. But when they are robbed of all their supplies during a massive blackout while their dad is out of town, John and Stew must walk 96 miles in the stark desert sun to get help. Along the way, they're forced to question their dad's insistence on self-reliance and ask just what it is that we owe to our neighbors, to our kin, and to ourselves. From talented newcomer J. L. Esplin comes this story of survival and determination as two young brothers confront the unpredictability of human nature in the face of desperate circumstances. "A suspense thriller, survival story, and a story of the love between brothers. You'll turn the pages and be surprised again and again."—Gary D. Schmidt, Newbery Honor Award-winning author of The Wednesday Wars "Fast-paced, believable, funny, and poignant. 96 Miles is a great read from the first sentence to the surprising and satisfying ending. I give Esplin's debut novel 100%. Don't miss it!"—Roland

Smith, New York Times bestselling author of Peak “Readers who enjoy realistic survival stories will not be able to put down Esplin’s debut.... Filled with survival techniques, danger, and overcoming realistic obstacles, this story will have readers turning pages. A great choice for lovers of Gary Paulsen’s Hatchet or Roland Smith’s Peak.”—School Library Journal At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

2012 Jolt Award finalist! Pioneering the Future of Software Test Do you need to get it right, too? Then, learn from Google. Legendary testing expert James Whittaker, until recently a Google testing leader, and two top Google experts reveal exactly how Google tests software, offering brand-new best practices you can use even if you’re not quite Google’s size...yet! Breakthrough Techniques You Can Actually Use Discover 100% practical, amazingly scalable techniques for analyzing risk and planning tests...thinking like real users...implementing exploratory, black box, white box, and acceptance testing...getting usable feedback...tracking issues...choosing and creating tools...testing “Docs & Mocks,” interfaces, classes, modules, libraries, binaries, services, and infrastructure...reviewing code and refactoring...using test hooks, presubmit scripts, queues, continuous builds, and more. With these techniques, you can transform testing from a bottleneck into an accelerator—and make your whole organization more productive!

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.

Cloud isn't just a place to work. It's a place to live. And when you're here, you'll never want to leave. "A thrilling story of corporate espionage at the highest level . . . and a powerful cautionary tale about technology, runaway capitalism, and the nightmare world we are making for ourselves."--Blake Crouch, New York Times bestselling author of Dark Matter Film rights sold to Imagine Entertainment for director Ron Howard! * NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Financial Times * Real Simple * Kirkus Reviews Paxton never thought he'd be working for Cloud, the giant tech company that's eaten much of the American economy. Much less that he'd be moving into one of the company's sprawling live-work facilities. But compared to what's left outside, Cloud's bland chainstore life of gleaming entertainment halls, open-plan offices, and vast warehouses...well, it doesn't seem so bad. It's more than anyone else is offering. Zinnia never thought she'd be infiltrating Cloud. But now she's undercover, inside the walls, risking it all to ferret out the company's darkest secrets. And Paxton, with his ordinary little hopes and fears? He just might make the perfect pawn. If she can bear to sacrifice him. As the truth about Cloud unfolds, Zinnia must gamble everything on a desperate scheme--one that risks both their lives, even as it forces Paxton to question everything about the world he's so carefully assembled here. Together, they'll learn just how far the company will go...to make the world a better place. Set in the confines of a corporate panopticon that's at once brilliantly imagined and terrifyingly real, The Warehouse is a near-future thriller about what happens when Big Brother meets Big Business--and who will pay the ultimate price. Praise for The Warehouse "A fun, fast-paced read [that] walks a fine line between a near-future thriller and a smart satire . . . makes you wonder if we're already too far into a disastrous future, or if there's still some hope for humanity."--NPR "I loved The Warehouse, although and because it made my blood run cold. This is what our world could be by this time next year."--S.J. Rozan, Edgar award-winning author of Paper Son "An inventive, addictive, Crichton-esque, page-turning, near-future dystopian thriller."--Paul Tremblay, Stoker award-winning author of A Head Full of Ghosts of Lock Every Door

Why is marriage worth £200,000 a year? Why will having children make you unhappy? Why does happiness from winning the lottery take two years to arrive? Why does time heal the pain of divorce or the death of a loved one – but not unemployment? Everybody wants to be happy. But how much happiness – precisely – will each life choice bring? Should I get married? Am I really going to feel happy about the career that I picked? How can we decide not only which choice is better for us, but how much it’s better for us? The result of new, unique research, The Happiness Equation brings to a general readership for the first time the new science of happiness economics. It describes how we can measure emotional reactions to different life experiences and present them in ways we can relate to. How, for instance, monetary values can be put on things that can’t be bought or sold in the market – such as marriage, friendship, even death – so that we can objectively rank them in order of preference. It also explains why some things matter more to our happiness than others (like why seeing friends is worth more than a Ferrari) while others are worth almost nothing (like sunny weather). Nick Powdthavee – whose work on happiness has been discussed on both the Undercover Economist and Freakonomics blogs – brings cutting-edge research on how we value our happiness to a general audience, with a style that wears its learning lightly and is a joy to read.

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.

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.

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

What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge." The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you'll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller INSPIRED, EMPOWERED tackles head-on the reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the "feature teams" used by most companies to build technology products recruiting and coaching the members of product teams, first to competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams EMPOWERED puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

Essential to any student of the discipline, this textbook offers a comprehensive, applied approach to understanding and designing market research. Balancing the fundamental quantitative methodologies and theoretical structures with practical applications of qualitative techniques, this book is ideal for the novice researcher, and for those more familiar with the discipline. With an emphasis on both critical thinking and hands-on application, the textbook contains: several real life case studies; useful learning features such as key terms, definitions and discussion topics, and is supported by a companion website.

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