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# Zero To One

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*Zero To One*

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## MORIAH JERAMIAH

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### **The Weight of Zero** Penguin Books India

From the authors of the international bestseller *Yes!* This travel-sized handbook will become your go-to key for ensuring that the world says 'yes' to you, your ideas and your requests. We all want to hear 'yes'. 'Yes' connects us to the world, and carries us into the future. So why do we find it so hard to get others to agree? And how can we improve our chances? *The Little Book of Yes* contains 21 short essays that outline a range of effective persuasion strategies, each proven to increase the chances that someone will agree to your request. That someone could be a

friend, a colleague, a partner, a lover, a manager, a sibling, a parent, even a stranger. The timeless principles and practical lessons in this collection can be used to tackle a variety of everyday challenges, from repairing a soured relationship to negotiating a higher fee for your work, from convincing a dithering friend to take action, to building your social network and personal brand. Full of wisdom from the leaders in influence, with carefully curated advice, this little book is essential reading for any freelancer, manager, entrepreneur, parent or person who wants more from their world.

### The Big Picture Profile Books

Deep learning is often viewed as the exclusive domain of math PhDs and big tech companies. But as this hands-on guide demonstrates, programmers comfortable with Python can

achieve impressive results in deep learning with little math background, small amounts of data, and minimal code. How? With *fastai*, the first library to provide a consistent interface to the most frequently used deep learning applications. Authors Jeremy Howard and Sylvain Gugger, the creators of *fastai*, show you how to train a model on a wide range of tasks using *fastai* and PyTorch. You'll also dive progressively further into deep learning theory to gain a complete understanding of the algorithms behind the scenes. Train models in computer vision, natural language processing, tabular data, and collaborative filtering. Learn the latest deep learning techniques that matter most in practice. Improve accuracy, speed, and reliability by understanding how deep learning models work. Discover how to turn your models into web applications. Implement deep learning algorithms from scratch. Consider the ethical implications of your work. Gain insight from the foreword by PyTorch cofounder, Soumith Chintala.

*The Zero and the One* Pear Press

The federal professional services market is one of the world's largest, and one of the most competitive. Companies struggle to compete and prosper. In *Zero to a Billion*, David Kriegman, former SRA International executive, presents techniques to help companies succeed where many have failed. His book goes beyond standard compliance books to provide answers to questions like these: Why do some companies grow while others stagnate or go out of business? How do you differentiate yourself and compete with much larger companies? Why do you lose work when the customer says you are doing a good job? How do you attract, retain, and motivate top talent? Why do some

acquisitions succeed while others are considered less than a success or even a failure? Kriegman draws on his thirty years of experience to illustrate the essential lessons of strategy, business development, cultural issues and operations with real-world examples and actionable ideas. The book is recommended for new and mid-career managers as well as seasoned executives.

*Zero* Penguin

As miniaturisation deepens, and nanotechnology and its machines become more prevalent in the real world, the need to consider using quantum mechanical concepts to perform various tasks in computation increases. Such tasks include: the teleporting of information, breaking heretofore "unbreakable" codes, communicating with messages that betray eavesdropping, and the generation of random numbers. This is the first book to apply quantum physics to the basic operations of a computer, representing the ideal vehicle for explaining the complexities of quantum mechanics to students, researchers and computer engineers, alike, as they prepare to design and create the computing and information delivery systems for the future. Both authors have solid backgrounds in the subject matter at the theoretical and more practical level. While serving as a text for senior/grad level students in computer science/physics/engineering, this book has its primary use as an up-to-date reference work in the emerging interdisciplinary field of quantum computing - the only prerequisite being knowledge of calculus and familiarity with the concept of the Turing machine.

*Zero to Sold* Independently Published

*Zero to \$10 Million* is a practical step by step guide that teaches entrepreneurs' how to build a \$10 million dollar technology

business. It describes in detail how to create a great product, find a brilliant team, raise money from professional investors, and then scale the company globally. It is what works in the “real world”. This book is written by Shane Brett - a serial technology entrepreneur with many years’ experience of setting up, funding, and scaling technology start-ups worldwide. It follows the exact steps and processes he used to reach a \$10 million dollar valuation and raise multiple rounds of funding from venture capital investors. The text is perfect for aspiring entrepreneurs, budding founders, and anyone who wants to understand how to build a successful technology start-up from the ground up. It breaks down the mystery behind how to grow a new technology business and explains what it is actually like to be a start-up CEO and how to manage the daily challenges and constant stress.

Ultimate Zero and One Greenleaf Book Group

WHAT VALUABLE COMPANY IS NOBODY BUILDING? The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won’t make a search engine. If you are copying these guys, you aren’t learning from them. It’s easier to copy a model than to make something new: doing what we already know how to do takes the world from 1 to n, adding more of something familiar. Every new creation goes from 0 to 1. This book is about how to get there. ‘Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.’ ELON MUSK, CEO of SpaceX and Tesla ‘This book delivers completely new and refreshing ideas on how to create value in the world.’ MARK ZUCKERBERG, CEO of Facebook ‘When a risk taker writes a book, read it. In the case of Peter Thiel, read it twice. Or, to be safe, three times. This is a classic.’ NASSIM NICHOLAS TALEB, author of

The Black Swan

*The Diversity Myth* Profile Books

Highly Readable, Crisply Written&Inspirational Reading For Any New Indian EntrepreneurFrontline Difficult Though Setting Up A Business Is, Becoming A High-Performance Entrepreneur Is Harder Still. And Yet, Of The Many Thousands Who Try, There Are Those Who Go On To Become Successful; Some Even Graduate To Setting Up Companies That Hold Their Own Against The Toughest Competition, Becoming Icons Of Achievement. In The High-Performance Entrepreneur, Subroto Bagchi, Co-Founder And Chief Operating Officer Of Mindtree Consulting, Draws Upon His Own Highly Successful Experience To Offer Guidance From The Idea Stage To The Ipo Level. This Includes How To Decide When One Is Ready To Launch An Enterprise, Selecting A Team, Defining The Values And Objectives Of The Company And Writing The Business Plan To Choosing The Right Investors, Managing Adversity And Building The Brand. Additionally, In An Especially Illuminating Chapter, Bagchi Recounts The Systems And Values Which Have Made Indian It Companies On A Par With The Best In The World. High-Performance Entrepreneurs Create Great Wealth, For Themselves As Well As For Others. They Provide Jobs, Crucial For An Expanding Workforce Such As India S, And Drive Innovation. In India As Elsewhere, Governments Have Become Much More Entrepreneur Friendly Than Ever Before And The Rewards Of Being A Successful Entrepreneur Are Many. More Than Just A Guide, This Is A Book That Will Tap The Entrepreneurial Energy Within You. The Tips Offered In The Book Can Make All Of Us, Businessmen And Employers, Better At Our JobsBusiness India [A] Wonderful Book Which Will Go A Long Way

In Guiding Aspiring Entrepreneurs Sahara Times A Guiding Light To Budding Entrepreneurs. Times Of India Free Press Journal *Average Is Over* OR Books

Do You Want to Become a Multi-Millionaire Entrepreneur? Here's How. By the time Ryan Allis had reached the age of twenty-one, he had achieved the financial goal most people just dream about: He built his company to one million in sales. Allis has since grown his company iContact Corp., a provider of Web-based email marketing and online communication software, to \$10 million per year in sales, and has helped numerous clients increase their sales dramatically. Now Allis shares the secrets of his lightning-fast success with you. In *Zero to One Million*, he details his simple yet innovative evaluation system of "Market-Advantages-Return" to help you determine if your business idea is viable. Once you have a solid foundation, you can apply his advice for successfully running your business—from initial planning to managing high-speed growth. Evaluate your business idea using the innovative MAR system Write a business plan sure to excite your investors Launch your company with minimal expenditure Boost online sales using cutting-edge marketing strategies Watch all your hard work transform into millions Did you know that eighty-one percent of millionaires are entrepreneurs? Join the pantheon of successful businessmen and women with *Zero to One Million*.

**Conspiracy** Hachette UK

In *Bullseye Marketing*, Louis Gudema describes an intuitive, three-phase marketing method for companies to grow faster. The book includes hundreds of tips and best practices, and over 100 full-color examples.

**The Great Mental Models, Volume 1** Penguin UK

For fans of *13 Reasons Why* and *Girl in Pieces*, this is a novel that shows the path to hope and life for a girl with mental illness. Seventeen-year-old Catherine Pulaski knows Zero is coming for her. Zero, the devastating depression born of Catherine's bipolar disorder, almost triumphed once; that was her first suicide attempt. Being bipolar is forever. It never goes away. The medication might work right now, but Zero will be back for her. It's only a matter of time. And so, in an old ballet-shoe box, Catherine stockpiles medications, preparing to take her own life before Zero can inflict its living death on her again. Before she goes, though, she starts a short bucket list. The bucket list, the support of her family, new friends, and a new course of treatment all begin to lessen Catherine's sense of isolation. The problem is, her plan is already in place, and has been for so long that she might not be able to see a future beyond it. This is a story of loss and grief and hope, and how some of the many shapes of love—maternal, romantic, and platonic—affect a young woman's struggle with mental illness and the stigma of treatment.

**Origin Story** Dudley Court Press, LLC

Conspiracy theories are legion. Conspiracies are rare. And of the few that do exist, fewer are ever discovered, let alone explained. This story is the exception. In 2016, media giant Gawker was forced to declare bankruptcy after a \$140 million dollar judgment in court over an illegally recorded sex tape of Hulk Hogan. The case was no accident: it was the result of a nearly decade-long plot masterminded by Facebook and Paypal billionaire Peter Thiel. With exclusive access to all the key players, Ryan Holiday takes us behind the scenes of this extraordinary and at times surreal story, and transforms the events into both a dissection of

that controversial methodology - conspiracy - and an eye-opening cautionary tale on the use, abuse and consequences of power and secrecy in the modern age.

*100 Side Hustles* Business Expert Press

Best-selling author Chris Guillebeau presents a full-color ideabook featuring 100 stories of regular people launching successful side businesses that almost anyone can do. This unique guide features the startup stories of regular people launching side businesses that almost anyone can do: an urban tour guide, an artist inspired by maps, a travel site founder, an ice pop maker, a confetti photographer, a group of friends who sell hammocks to support local economies, and many more. In *100 Side Hustles*, best-selling author of *The \$100 Startup* Chris Guillebeau presents a colorful "idea book" filled with inspiration for your next big idea. Distilled from Guillebeau's popular Side Hustle School podcast, these case studies feature teachers, artists, coders, and even entire families who've found ways to create new sources of income. With insights, takeaways, and photography that reveals the human element behind the hustles, this playbook covers every important step of launching a side hustle, from identifying underserved markets to crafting unique products and services that spring from your passions. Soon you'll find yourself joining the ranks of these innovative entrepreneurs--making money on the side while living your best life.

**inGenius** Penguin

The way we design and manage organisations is increasingly out of date. The recent pandemic crisis stressed out the need for empathic and flexible organisations even more acutely. A new shift in consciousness is happening and founders need more than

ever to build purpose-driven and authentic organisations. A handful of pioneers have cracked the code but the world is now craving for better working conditions, higher calling and better work life balance. Companies are made of people, and people can make or break companies! In this groundbreaking book, the author shows that investing time in designing the right organisation and management framework is not an option anymore for businesses to thrive. She shares a very practical approach to building organisations which are people-driven and performing. Leaders, founders, coaches and consultants will find this book a useful blueprint full of insights, examples and inspiring stories. "From Zero to 1,000 is a practical and insightful handbook for founders and leaders, drawing on Anne's superb experience helping build some of the most innovative companies in the world." Laszlo Bock, Former Senior Vice President of People Operations at Google, Founder of Humu.

**The Little Prince** O'Reilly Media

Discover the essential thinking tools you've been missing with *The Great Mental Models* series by Shane Parrish, New York Times bestselling author and the mind behind the acclaimed Farnam Street blog and "The Knowledge Project" podcast. This first book in the series is your guide to learning the crucial thinking tools nobody ever taught you. Time and time again, great thinkers such as Charlie Munger and Warren Buffett have credited their success to mental models--representations of how something works that can scale onto other fields. Mastering a small number of mental models enables you to rapidly grasp new information, identify patterns others miss, and avoid the common mistakes that hold people back. *The Great Mental Models*:

Volume 1, General Thinking Concepts shows you how making a few tiny changes in the way you think can deliver big results. Drawing on examples from history, business, art, and science, this book details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making and productivity. This book will teach you how to: Avoid blind spots when looking at problems. Find non-obvious solutions. Anticipate and achieve desired outcomes. Play to your strengths, avoid your weaknesses, ... and more. The Great Mental Models series demystifies once elusive concepts and illuminates rich knowledge that traditional education overlooks. This series is the most comprehensive and accessible guide on using mental models to better understand our world, solve problems, and gain an advantage.

*Deep Learning for Coders with fastai and PyTorch* Morgan James Publishing

#1 New York Times Bestseller Over 10 million copies sold In this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we've been told that positive thinking is the key to a happy, rich life. "F\*\*k positivity," Mark Manson says. "Let's be honest, shit is f\*\*ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F\*\*k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the

argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f\*\*k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-talk, filled with entertaining stories and profane, ruthless humor, *The Subtle Art of Not Giving a F\*\*k* is a refreshing slap for a generation to help them lead contented, grounded lives.

*Summary of Zero to One: Notes on Startups, or How to Build ...* Wedgewood Press

Go beyond the tiger mom philosophy with "a more balanced—and more useful—elaboration of how to apply each [Confucian] value" (Kirkus Reviews). Today, many American families are facing the economic fallout of global competition, a decline in education quality, the potential reduction of Social Security and Medicare benefits, and high oil prices. The answer to these problems can be found in five inspiring Confucian values regarding career aspiration, education, money management,

family, and friendship—the untold secrets behind the rise of China and the success of Asian Americans, whom the Pew Research Center calls the highest-income and best-educated racial group in the US. Based on his bicultural living experience and deep understanding of Confucianism, YuKong Zhao connects ancient Chinese wisdom to today’s real-life challenges and shares an “inside view” of how Chinese Americans apply these values to their lives and make themselves successful in their careers and as parents. Using an insightful cross-cultural perspective, he advocates a balanced approach that combines the strengths of Confucian values and American culture. He challenges many prevailing pop-culture values and offers sensible solutions that are refreshing, distinctive, and effective. “Will we be able to learn from other countries? Can we take the best practices and apply them to our own culture? I believe we have no choice in the matter if we are to be among the global leaders in the future. The Chinese Secrets for Success is a good start to at least getting us thinking in a productive way.” —Executive Leader Coach (execleadercoach.com)

**Zero to Five** Hachette UK

**BUSINESS STRATEGY.** "The 4 Disciplines of Execution" offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator's Dilemma). Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time

it finally disappeared, it's likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

*High Performance Entrepreneur* Ten Speed Press

This groundbreaking classic is now available in a special anniversary edition with bonus content. Winner of the Newbery Medal as well as the National Book Award, *HOLE'S* is a New York Times bestseller and one of the strongest-selling middle-grade books to ever hit shelves! Stanley Yelnats is under a curse. A curse that began with his no-good-dirty-rotten-pig-stealing-great-great-grandfather and has since followed generations of Yelnatses. Now Stanley has been unjustly sent to a boys' detention center, Camp Green Lake, where the boys build character by spending all day, every day digging holes exactly five feet wide and five feet deep. There is no lake at Camp Green Lake. But there are an awful lot of holes. It doesn't take long for Stanley to realize there's more than character improvement going on at Camp Green Lake. The boys are digging holes because the warden is looking for something. But what could be buried under a dried-up lake? Stanley tries to dig up the truth in this inventive and darkly humorous tale of crime and punishment—and redemption. Special anniversary edition bonus content includes: A New Note From the Author!; "Ten Things You May Not Know About *HOLE'S*" by Louis Sachar; and more!

*Zero to a Billion* Random House

"Andrew Smart deftly shows why it's time for us to think deeply about thinking machines before they begin thinking deeply about

us.” —Douglas Rushkoff, author, *Escaping the Growth Trap*, *Present Shock*, and *Program or Be Programmed* “Provocative and cool.” —Cory Doctorow “Forget the Turing test—will the supersmart AIs that we hear so much about these days pass the acid test? In this playful, informative, and prescient book, Andrew Smart brings psychedelics into dialogue with neuroscience in order to challenge the whiz-bang computational views of human and machine sentience that dominate the headlines. Giving robots LSD sounds like a joke, but Smart is dead serious in his critique of the hidden and sometimes dangerous biases that underlie both popular and scientific fantasies of digital minds.” —Erik Davis, host of “Expanding Mind” and author, *Techgnosis: Myth, Magic, and Mysticism in the Age of Information* “Philosophy, psychedelics, robots, and the future; consciousness and intelligence, what else do you desire? Here you will see why those machines that reach singularity will be smarter than us and take over the world—and shall need to be conscious...and maybe they can only be conscious if they are human enough. The thesis of the book, and the path shown us by Smart, leads to a great trip, of imagination and philosophy, of maths and neuroscience.” —Dr. Tristan Bekinschtein, Lecturer, Department of Psychology, University of Cambridge Can we build a robot that trips on acid? This is not a frivolous question, according to neuroscientist Andrew Smart. If we can’t, he argues, we haven’t really created artificial intelligence. In an exposition reminiscent of crossover works such as Gödel, Escher, Bach and Fermat’s Last Theorem, Andrew Smart weaves together Mangarevan binary numbers, the discovery of LSD, Leibniz, computer programming, and much more to connect the vast but

largely forgotten world of psychedelic research with the resurgent field of AI and the attempt to build conscious robots. A book that draws on the history of mathematics, philosophy, and digital technology, *Beyond Zero and One* challenges fundamental assumptions underlying artificial intelligence. Is the human brain based on computation? Can information alone explain human consciousness and intelligence? Smart convincingly makes the case that true intelligence, and artificial intelligence, requires an appreciation of what is beyond the computational.

#### **The Start-Up J Curve** Simon and Schuster

David Christian, creator of Big History ('My favourite course of all time' Bill Gates), brings us the epic story of the universe and our place in it, from 13.8 billion years ago to the remote future 'Nails home the point: Life is a miracle ... A compelling history of everything' Washington Post 'Spectacular' Carlo Rovelli How did we get from the Big Bang to today's staggering complexity, in which seven billion humans are connected into networks powerful enough to transform the planet? And why, in comparison, are our closest primate relatives reduced to near-extinction? Big History creator David Christian gives the answers in a mind-expanding cosmological detective story told on the grandest possible scale. He traces how, during eight key thresholds, the right conditions have allowed new forms of complexity to arise, from stars to galaxies, Earth to homo sapiens, agriculture to fossil fuels. This last mega-innovation gave us an energy bonanza that brought huge benefits to mankind, yet also threatens to shake apart everything we have created. 'Rather like the Big Bang, the book is awe-inspiring ... Superb' The Times 'With fascinating ideas on every page and the page-turning energy of a good thriller, this is

a landmark work' Sir Ken Robinson, author of The Element