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# Screw Business As Usual Richard Branson

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The Time Trap

The Only Leadership Decision that Really Matters

The Only Way to Make Big Things Happen

Help the Helper

Adventures of a Global Entrepreneur

Screw It, Let's Do It

Do Something Different

How to Listen, Learn, Laugh and Lead

Market Forces

The Rip-Roaring (and Unauthorized!) Biography of Golf's Most Colorful Superstar

You Can Find Meaning, Make A Living, and Change the World

Lessons in Life

Transform Your Health with the Herbal Breakthrough of the 21st Century

Lessons on Change and Reform from Fifty Years of Public Service

The Virgin Way

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Love is the Killer App

Lying

The Rhodiola Revolution

Warren Buffett on Practically Everything, 1966-2013

Building the Kingdom Through Business

Good People

Lessons In Life

Screw Business as Usual

Secrets They Won't Teach You at Business School

Tap Dancing to Work

Reach for the Skies  
Like a Virgin  
Turning Capitalism into a Force for Good  
You Can Have What You Want  
How to Win Business and Influence Friends  
A Mission Strategy for the 21st Century World  
How to Build a Creative Team, Develop Great Morale, and Improve Bottom-Line Performance  
Getting to More Without Settling for Less  
A Novel  
Ballooning, Birdmen, and Blasting into Space  
Secrets They Won't Teach You at Business School  
Screw Business As Usual  
SUMMARY - Screw Business As Usual: Turning Capitalism Into A Force For Good By Richard Branson  
A Band of Renegades, an Epic Race, and the Birth of Private Spaceflight

*Screw Business As Usual Richard Branson*

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## BUCK SHAYLEE

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*The Time Trap* Random House

Previously classified studies from the former Soviet Union reveal the emergence of an herbal superstar, Rhodiola rosea. From two respected physicians comes an authoritative new book that explores the amazing healing powers of Rhodiola rosea. Compelling scientific evidence about this commonly available herbal supplement confirms its ability to help: - Melt away extra pounds - Combat fatigue - Sharpen memory and concentration - Enhance physical performance - Strengthen immune function - Protect against heart disease and cancer As more people turn to

Rhodiola rosea to improve their health and vitality, they will look for a trustworthy, authoritative resource to answer all their questions. The Rhodiola Revolution is that resource, providing the latest news from the front lines of research as well as clear instructions on using the herb for maximum medicinal effect.

**The Only Leadership Decision that Really Matters** Penguin  
According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to

make his business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \* Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

*The Only Way to Make Big Things Happen* Penguin

“The real lessons of teamwork don’t happen on camera. They happen behind the closed doors of locker rooms and team meetings and practice facilities. Kevin and John open those closed doors. All you need to do is get reading!” —Larry Bird

“Help the helper” is a basketball motto preached by some of the sport’s legendary coaches, including Dean Smith and Phil Jackson. All good players know they should support a teammate who’s under pressure. But the true greats know how to take it one step further. They fill the gaps left behind when one teammate goes to help another—gaps that are often far from the basket and out of the spotlight. The true greats step up in quiet ways to make sure no subtle holes develop on defense and no opportunities are missed on offense. Help the Helper will show you how to put this level of teamwork to work in your business, to build a culture that recognizes and rewards those who help the helper—even when they don’t have sexy statistics. In the process, it will teach you how to de-emphasize the CEO/quarterback/superstar and effectively redefine leadership. You’ll learn, for instance, how to: Create a dynasty of unselfishness. Manage energy, not people. Eat obstacles for breakfast. Act like an “unleader.” Consider how it works in the hospitality industry. In a great restaurant you don’t have to wait for your server to check on you; your needs are taken care of

instantaneously, sometimes before you notice them. Everyone from the busboy to the maître d’ has one goal: the success of the team. Such coordination seems complicated for a small eatery, nearly impossible for a large organization. But it’s easier than you think. For a combined forty years, Pritchard and Eliot have focused on building high-performing groups. They’ve crushed Malcolm Gladwell’s 10,000-Hour Rule, logging upward of 50,000 hours studying the factors that create champions and dynasties, from the NBA and Major League Baseball to the Fortune 500. Exhaustive testing, scouting, and evaluating have taught them that truly special teams in all fields have one common denominator: a willingness to do whatever it takes to help the helper. Drawing on true and inspirational stories from sports to medicine to business, Help the Helper shows what’s behind the curtain that fuels great team performance.

### **Help the Helper** Vintage

As it was in Anna Karenina, Madame Bovary, and Othello, so it is in life. Most forms of private vice and public evil are kindled and sustained by lies. Acts of adultery and other personal betrayals, financial fraud, government corruption—even murder and genocide—generally require an additional moral defect: a willingness to lie. In Lying, best-selling author and neuroscientist Sam Harris argues that we can radically simplify our lives and improve society by merely telling the truth in situations where others often lie. He focuses on “white” lies—those lies we tell for the purpose of sparing people discomfort—for these are the lies that most often tempt us. And they tend to be the only lies that good people tell while imagining that they are being good in the process.

*Adventures of a Global Entrepreneur* Currency

It's Never Too Late to Top Your Personal Best. Both a riveting account of a life spent pulling off improbable triumphs and a report back from the front of the global-energy and natural-resource wars, *The First Billion Is the Hardest* tells the story of the remarkable late-life comeback that brought the famed oilman and maverick back from bankruptcy and clinical depression. Along the way, the man often called the "Oracle of Oil" shares the insights that have made him a legend—and describes the billion-dollar bets he is now making in hopes of securing America's energy independence. "Sassy...breezes along...salted with earthy aphorisms."—Bloomberg Businessweek "Boone's analysis of America's energy situation is 100 percent on the money....The country should listen to him—now!" —Warren Buffett, chairman and CEO, Berkshire Hathaway "Self-deprecating and audacious...overall, it's decidedly informative about the machinations of business." —Dallas Morning News "A fascinating, eye-opening book by one of America's greatest iconoclasts and entrepreneurs. Boone Pickens' sense of daring and innovation has never been sharper."—Steve Forbes, president and CEO, Forbes Inc., and editor in chief of Forbes magazine

**Screw It, Let's Do It** Rodale Books

Sir Richard Branson's amazing memoir is now updated to include the effect on the Virgin Group of 11 September, his views on the war in Iraq, the rise of Virgin Blue and the flotation of Virgin Mobile. Discover how Virgin is moving into the US domestic flight market and why he set up the charitable body "Virgin Unite". As ever, his thirst for challenge is unquenched. Sir Richard reveals the thrills of the world record attempt with the Virgin Atlantic

Global Flyer and taking Virgin to the final frontier as Virgin Galactic are poised for a new era of commercial space travel. Compelling. Brilliant. Revealing. Funny. Inspirational. Extraordinary. Revealing Sir Richard's unique story, his personal philosophy on life, the Virgin brand and business *Losing My Virginity* is an autobiography without equal.

*Do Something Different* Penguin

It's business school, the Branson way. Whether you're interested in starting your own business, improving your leadership skills, or simply looking for inspiration from one of the greatest entrepreneurs of our time, Richard Branson has the answers. Like a Virgin brings together some of his best advice, distilling the experiences and insights that have made him one of the world's most recognized and respected business leaders. In his trademark thoughtful and encouraging voice, Branson shares his knowledge like a close friend. He'll teach you how to be more innovative, how to lead by listening, how to enjoy your work, and much more. In hindsight, Branson is thankful he never went to business school. Had he conformed to the conventional dos and don'ts of starting a business, would there have been a Virgin Records? A Virgin Atlantic? So many of Branson's achievements are due to his unyielding determination to break the rules and rewrite them himself. Here's how he does it.

*How to Listen, Learn, Laugh and Lead* Penguin

From the award-winning author of *Altered Carbon* and *Broken Angels*—a turbocharged new thriller set in a world where killers are stars, media is mass entertainment, and freedom is a dangerous proposition . . . A coup in Cambodia. Guns to Guatemala. For the men and women of Shorn Associates,

opportunity is calling. In the superheated global village of the near future, big money is made by finding the right little war and supporting one side against the other—in exchange for a share of the spoils. To succeed, Shorn uses a new kind of corporate gladiator: sharp-suited, hard-driving gunslingers who operate armored vehicles and follow a Samurai code. And Chris Faulkner is just the man for the job. He fought his way out of London's zone of destitution. And his kills are making him famous. But unlike his best friend and competitor at Shorn, Faulkner has a side that outsiders cannot see: the side his wife is trying to salvage, that another woman—a porn star turned TV news reporter—is trying to exploit. Steeped in blood, eyed by common criminals looking for a shot at fame, Faulkner is living on borrowed time. Until he's given one last shot at getting out alive.

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*Market Forces* Penguin

"AN IMPORTANT BOOK ABOUT MOTIVATION FROM A PROVEN MOTIVATOR." —JACK WELCH Yum! Brands CEO David Novak learned long ago that you can't lead a great organization of any size without getting your people aligned, enthusiastic, and focused relentlessly on the mission. But how do you do that? There are countless leadership books, but how many will actually help a Taco Bell shift manager, a Fortune 500 CEO, a new entrepreneur, or anyone in between? Over his fifteen years at Yum! Brands, Novak has developed a trademarked program—Taking People with You—that he personally teaches to thousands of managers around the world. He shows them how to make big things happen by getting people on their side. No skill in business is more important. And Yum!'s extraordinary success

(at least 13 percent growth for each of the last ten years) proves his point. Novak knows that managers don't need leadership platitudes or business school theories. So he cuts right to the chase with a step-by-step guide to setting big goals, building strong teams, blowing past your targets, and celebrating after you shock the skeptics. And then doing it again and again until consistent excellence becomes a core element of your culture. [The Rip-Roaring \(and Unauthorized!\) Biography of Golf's Most Colorful Superstar](#) Random House Australia

In September 2012, a YOUNGOV poll conducted in Britain found that the person British workers would most like as their manager was Sir Richard Branson. With over 40 years in business, Richard Branson is an inspiring pioneer of humanitarian projects and an iconic business leader. In *The Virgin Way: How to Listen, Learn, Laugh and Lead*, Richard shares and distills his secrets of leadership and success. Featuring anecdotes from his own business dealings, as well as his observations of many others who have inspired him – from politicians, business leaders, explorers, scientists and philanthropists – Richard reflects on the qualities he feels are essential for success in today's world. This is not a conventional book on leadership. There are no rules – but rather the secrets of leadership that he has learned along the way from his days at Virgin Records, to his recent work with The Elders. Whether you're at the beginning of your career, or head of a Fortune 500 company – this is your guide to being your own CEO (Chief Enabling Officer) and becoming a true leader – not just a boss.

*You Can Find Meaning, Make A Living, and Change the World*  
Harvest Books

With new and updated material this is the second edition of a work which has long been regarded as one of the best introductions to NLP and, in particular, its Language of Communication model, available. It introduces the reader to a remarkable new approach to the study of human communications and therapeutic change. Managers, sales people, consultants, therapists, parents educators - anyone interested in or involved with influential communications and personal change - will benefit from reading this book, which is written in an informal and entertaining style.

Lessons in Life Four Elephants Press

Richard Branson is an iconic businessman and in *Screw It, Let's Do It*, he shares the secrets of his success and the invaluable lessons he has learned over the course of his remarkable career. As the world struggles with the twin problems of global recession and climate change, Richard explains why it is up to big companies like Virgin to lead the way in finding a more holistic and environmentally friendly approach to business. He also looks to the future and shares his plans for taking his business and his ideas to the next level. Richard reveals the new and exciting areas into which Virgin is currently moving, including biofuels and space travel, and brings together all the important lessons, good advice and inspirational adages that have helped him along the road to success. This is a fantastic motivational book that will help every reader achieve their own dreams.

**Transform Your Health with the Herbal Breakthrough of the 21st Century** Penguin

Journey to the world of the Carpathians with #1 New York Times bestselling author Christine Feehan—joined here by masters of

vampire romance Maggie Shayne and Lori Herter—in an original anthology that takes dark fantasy to rapturous new heights. *Dark Crime* by Christine Feehan Blaze knows who killed her father and she has merciless plans for payback. Until a phone call from a seductive stranger pleads with her to wait. Retribution is in his blood, too. Now, he and Blaze will be united in the blood of the guilty. Tonight, vengeance is theirs. *Dead by Twilight* by Maggie Shayne Bloodsuckers may be an accepted minority but one of them is getting away with murder. Until a female vamp teams with a mortal detective to end the killing spree. Now the night belongs to them—and so does every pleasure and danger lurking in the shadows. *Cimarron Spirit* by Lori Herter While excavating an Anasazi ruin, archeologist Annie Carmichael uncovers the resting place of a centuries-old vampire who finds in Annie the liberating mate he has longed for. But how much is Annie expected—or willing—to surrender for the man she now desires? *Lessons on Change and Reform from Fifty Years of Public Service* Random House

Warren Buffett built Berkshire Hathaway into something remarkable— and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis

has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles the Equity Investor." Andrew Tobias's 1983 article "Letters from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letters. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they could do anything, but not so much that they could do nothing." Bill Gates's 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective.

#### The Virgin Way John Wiley & Sons

Throughout my life I have achieved many remarkable things. In *Screw It, Let's Do It*, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I

strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

#### *Reflections on a Life of Comebacks and America's Energy Future* Simon and Schuster

For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals. Now, it's time to take control. Ending the failed war on drugs will reduce drug-related violence, tackle organised crime, end the needless criminalisation of millions, and will halt the drain on government funds and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done. Highlighting the pitfalls behind drug policy to-date and bringing to light new policies and approaches, which make a clear case for galvanizing governments to end the war on drugs - once and for all.



**Love is the Killer App** Random House

Stand out from the crowd with the book that is packed full of examples of entrepreneurs who took a sideways look at the market and their competitors and decided to branch out and do something a little bit surprising. As a result, they made their products and their companies stand out among the competition - vital in today's business environment.

**Lying** Random House

Looking for advice on setting up your own company, improving your career prospects, or developing your leadership skills? Why not ask Richard Branson? In *Like a Virgin: Secrets They Won't Teach You in Business School*, Richard distils and shares the wisdom and experience that have made him one of the world's most recognised and respected entrepreneurs. From his 'Top 5 secrets of Business Success', to hard hitting discussions about the global financial crisis, this book brings together his best advice on all things business. It's business school, the Branson way.

**The Rhodiola Revolution** Currency

A Practical Guide to Using the Principles of Servant Leadership Leadership is a calling. And servant leadership—the idea that managing with respect, honesty, love, and spirituality empowers employees—helps individuals answer that calling. Bestselling author and former Fortune 500 executive James A. Autry reveals the servant leader's tools, a set of skills and ideals that will transform the way business is done. It helps leaders nurture the

needs and goals of those who look to them for leadership. The result is a more productive, successful, and happier organization, and a more meaningful life for the leader. Autry reveals how to remain true to the servant leadership model when handling day-to-day and long-term management situations, including how to:

- Provide guidance during conflict and crisis
- Assure your continued growth and progress as a leader
- Train managers in the principles of servant leadership
- Transform a company with morale problems into a great place to work

Practiced by one-third of the companies on Fortune's "100 Best Companies to Work For" list, servant leadership is a thriving philosophy. Ultimately, Autry explores how it can be a valuable, refreshing, and rewarding approach to leading others in business life.

Warren Buffett on Practically Everything, 1966-2013 Random House

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

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