

# Business, Finance, Accounting & Economics

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January to April 2024

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Paul Waddy

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In *Selling Online For Dummies*, accomplished exec and online shopping guru Paul Waddy shows you exactly how to get started in setting up your online shop. With an expert's eye for business, and an easy-to-understand take on the technical stuff

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A Hankir

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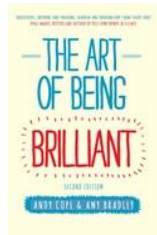
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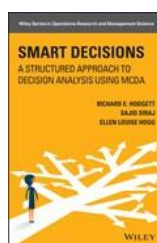
## Mindfulness, 2nd Edition

G Hasson

Too often, life just races by. You don't fully experience what's happening now, because you're too busy thinking about what needs doing tomorrow, or distracted by what happened yesterday. And all the time your mind is chattering with commentary or judgement.

Mindfulness allows you to experience the moment instead of just rushing through it.

Being mindful opens you up to new ideas and new ways of doing things, reducing stress and increasing your enjoyment of life.



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Eoghan Leahy

The buy and hold Bitcoin bull market from 2015-2018 was about access not skill. Now as financial institutions are entering the market the price action will become less volatile and more mean reverting in nature. As such the trading practices and instruments needed for success will become more sophisticated. In futures markets where other speculative commodities are traded technical analysis is widely used. The level of technical analysis knowledge amongst the cryptocurrency trading community is very basic. The group is desperate to learn advanced technical analysis trading techniques that can ...

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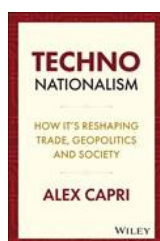
### Transformed: Moving to the Product Operating Model

M Cagan

**Help transform your business and innovate like the world's top tech companies!**

In **INSPIRED**, product thought leader Marty Cagan revealed the best practices and techniques used by the *top product teams* operating in the product model. Next, **EMPOWERED** shared the best practices and techniques used by the *top product leaders* to provide their teams with the kind of environment they need to thrive in the product model.

Yet, the most common question after reading **INSPIRED**



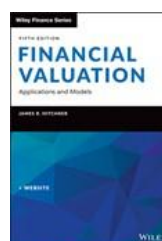
### TECHNO-Nationalism: How It's Reshaping Trade, Geopolitics and Society

A Capri

**Essential perspective on the emerging role of techno-nationalism in global relations, trade and geopolitics**

*TECHNO-Nationalism* holds that a nation's security, economic competitiveness and social stability are linked to the technological prowess of its institutions and enterprises. Alex Capri draws upon decades of experience in US-China commerce and reveals how techno-nationalism has accelerated Washington and Beijing's cold war. You'll see, firsthand, how the world is moving away from an open-market trading system of the past 70 years,

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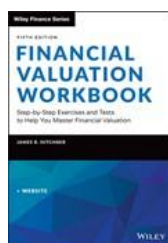
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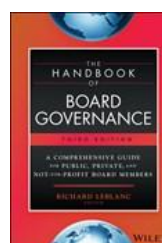
### The Little Investment that Beats the Market

J Greenblatt

In 1952, in a seminal paper published in the *Journal of Finance*, Professor Harry Markowitz called diversification "the only free lunch in finance." Of course, Markowitz went on to win the Nobel Prize for his groundbreaking work which still serves as the cornerstone of investment strategy for academics and professionals alike. And while, to this day, the concept of diversification has stood the test of time, the whole "only free lunch in finance" thing is about to go the way of the dodo (just like that expression).

You see, there's a new *Little Investment* in town, and as hard as it is to beli...

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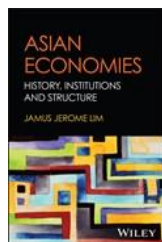
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J Lim

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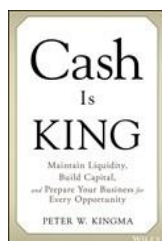
In *Asian Economies: History, Institutions and Structure*, seasoned economist and professor Jamus Jerome Lim provides a comprehensive discussion and incisive analysis of the economies of Asia. In addition to discussing the sharp contrasts between the region's three major economies—China, India, and Japan—Lim also provides an overview of the rise of the Dragon economies of the East, to the resource-rich economies of the West. The book

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P François

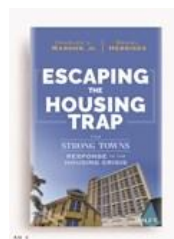


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### Cash is King: Maintain Liquidity, Build Capital, and Prepare Your Business for Every Opportunity

P Kingma

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C Marohn

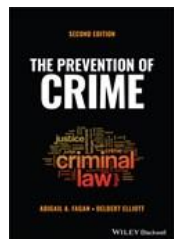
**Explore the past, present, and future of housing in America, as well as solutions to its most pressing problems**

In *Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis*, renowned urbanists Charles L. Marohn Jr. and Daniel Herriges deliver an insightful and engaging discussion of the "wicked problem" of housing in the context of planning and public policy. The book identifies the tension that exists between the concepts of "housing as a financial product" and "housing as shelter" in American society.

### The Little Book that Still Beats the Market (3rd Edition)

Joel Greenblatt

Inside the book Greenblatt updates and expands upon the research findings from the original books, including data and analysis covering recent financial crises and model performances. In a straightforward and accessible style, the book explores the basic principles of successful stock market investing and then reveals the author's time-tested Magic Formula strategy: long-term investment designed to help investors buy a group of above-average companies but only when they are available at below-average prices. The formula is a wonderful strategy for that portion of your portfolio that



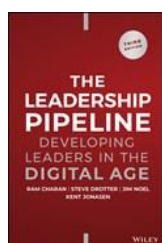
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Bracken-Ferguso

**Tap into your authentic self in work and life, unlock your career potential and embrace your freedom to choose**

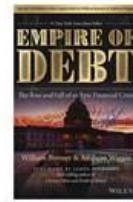
If you have ever thought about becoming an entrepreneur—or if you are an "intrapreneur" climbing the corporate ladder—this book is for you. *The Beauty of Success* is an ultra-modern blueprint for navigating the path to starting, growing and accelerating your career while sowing the seeds of self-awareness and self-reflection. You'll discover how author and 3x founder, Kendra Bracken-Ferguson aligned her personal pillars of

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Addison Wiggin, William Bonner

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Dunlap

**Practical and straightforward solutions to everyday sales challenges**

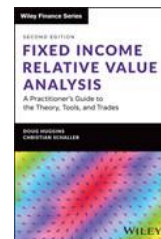
In *The Innovative Seller: Keeping Pace In An AI and Customer-Centric World*, veteran sales leader and trainer Jake Dunlap delivers an expert playbook for sales that offers out-of-the-box and creative answers for the problems and questions that salespeople face every day. Fun and motivational, the book walks you through effective strategies for dealing with common challenges, like LinkedIn prospecting, sales transparency, cold calling, and others.

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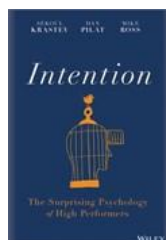
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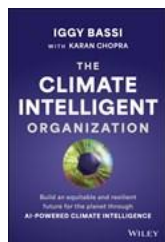
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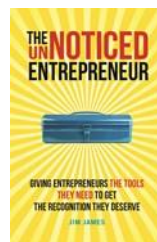


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### The Climate Intelligent Organization: Build an Equitable and Resilient Future for the Planet through AI-Powered Climate Intelligence

I Bassi

This book is a practical guide for businesses looking to take action on climate change through a more complete and fuller understanding of the bigger picture of sustainability across the world. It focuses on the urgent need for reducing carbon emissions and the financial impacts of extreme weather events. The book explains climate risk in accessible language and offers actionable guidance for incorporating climate intelligence into decision-making. It also addresses recent changes in policy, including mandatory climate-related financial disclosures for businesses. This book fills a gap in the



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J James

Classic and outside-the-box tactics for taking your company to the next level *The UnNoticed Entrepreneur* gives you practical advice for drawing customers into your vision and rising above the rabble. Specifically, this book shows you how you can share the vision for your company, the why behind your product or service. If you can do that, customers will come. The secret? You already have everything you need to become famous in your market. You don't need expensive ad agencies and faddish strategies. After all, you started your business, so you have the best understanding of what makes you

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Bomancin

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You'll discover a customizable framework you can apply to your own environment to create your own unique path to

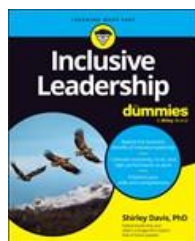
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BB Barrah

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In *Business and the Brain: A Neuroscience-Based Approach to Driving Organizational Change*, distinguished neuroscientist Philip Jordanov and entrepreneur Beirem Ben Barrah deliver an eye-opening new treatment of how to create effective organizations with an evidence-based, neuroscientific approach. The book explains relevant and novel brain and behavior science in an accessible and easy-to-understand way and shows you how to apply



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### Inclusive Leadership For Dummies

Davis

**Strategies for creating a welcoming, equitable, and high-performing work environment**

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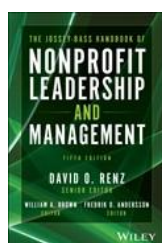
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### Mindshift: The Art of Embracing Unlimited Possibilities to Become a Visionary Leader

Solis

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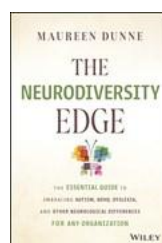
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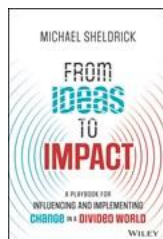
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Dunne

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Did you know that an estimated 1 in 5 people are "neurodivergent"—have a mind that works differently, such as the autistic, ADHDers, the dyslexic, synesthetes, and other unique neurotypes—and that the vast majority



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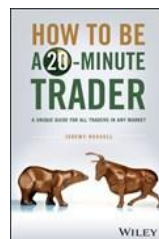
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In the book, you'll explore the key characteristics that



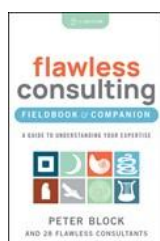
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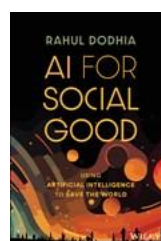
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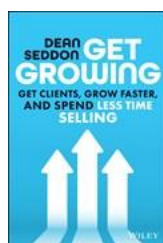
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*AI For Social Good: Using Artificial Intelligence to Save the World* bridges the gap between the current state of reality and the incredible potential of AI to change the world. From humanitarian and environmental concerns to advances in art and science, every area of life stands poised to make a quantum leap into the future. The problem? Too few of us really understand how AI works and how to integrate it into our policies and projects. In this book, Rahul Dodhia, Deputy Director of Microsoft's



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A common challenge for expertise-led businesses is the struggle to market themselves, leaving them frustrated with their stagnant growth and ineffective marketing and sales strategies. In *Get Growing*, Dean Seddon shows you what really works when it comes to sales and

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Mehta

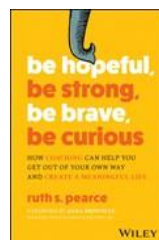
Customer Success has evolved and matured immensely over the past decade and now plays a mission-critical role for many organizations--helping them train and retain their customers. It is a critical growth engine for organizations, widely accepted by executives, investors, and consultancies alike. The problem is, Customer Success requires hiring and training expensive Customer Success managers, who may not be available when customers need help. The answer to this problem, and the next stage of the entire Customer Success movement is Digital Customer Success-- designing digital interventions tha...

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Musiol

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The book breaks down complex but foundational GenAI concepts which won't change frequently into simplified pieces and paints a promising future of this tech. You'll see why it's likely that different types of models merge into broader AI with higher quality which paves the way for Artificial General Intelligence - AGI. The book expl...



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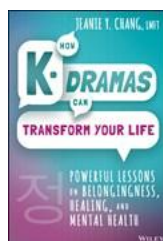
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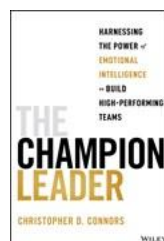
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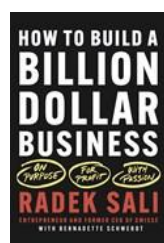
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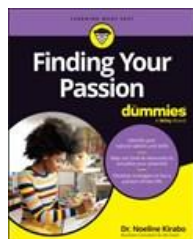
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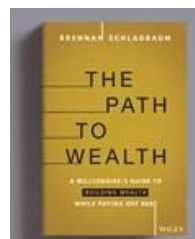
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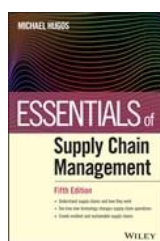
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## The Path to Wealth: A Millionaire's Guide to Building Wealth While Paying Off Debt

Schlagbaum

The Budgetdog story began right before I married my wonderful wife, Erin. At this point, we felt like we had life figured out because we were doing all the things everyone else our age seemed to be doing. We were both college graduates with jobs lined up. We were in the process of building our first home. Our wedding date was booked. The engagement ring was purchased. Pretty normal, right?!

By society standards, YES, we were normal 24-year-olds, "building our life." But no matter how much I was assured that it was ok, I couldn't shake the oppressive feeling of



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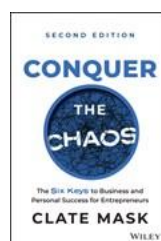
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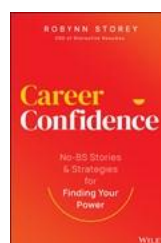
In *The Future Built by Women*, Startup Product Leader of Riveter and inspiring keynote speaker, Brooke Markevicius, delivers a compelling guide to entrepreneurship for women. With a particular focus on the technology sector, the author shares her fascinating and relevant experiences as a company founder. She explains the four main factors that contribute to success: grit, education, mindset, and support.

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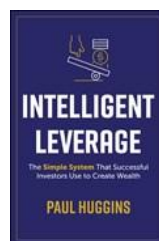
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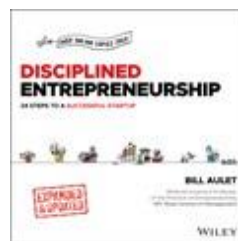
J Pidgeon

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Inside author John Pidgeon co-host

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Smith

Before becoming a full-time blogger and founder of [The Millennial Money Woman](#), I worked in corporate America (the finance world) and had the opportunity to work alongside clients with net worths ranging from \$10,000 to more than \$30,000,000.

Over the years, I took note of the strategies and tactics these successful people employ daily to lead rich and fulfilling lives. By rich, I don't just mean money rich—I also mean mentally rich, knowledge-rich, family-rich, and emotionally rich. In this book, I'm going to give you a step-by-step guide showing you exactly how you can get

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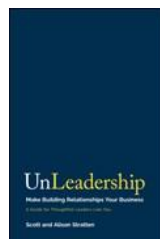
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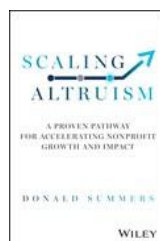
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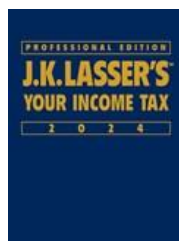
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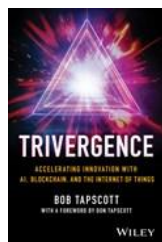
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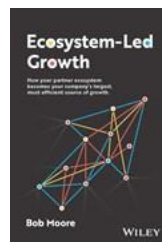
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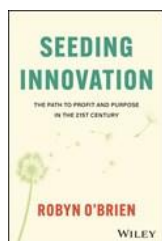
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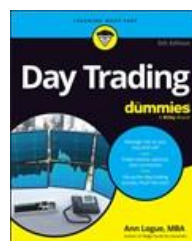
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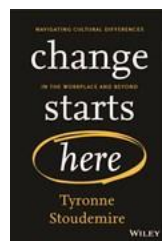
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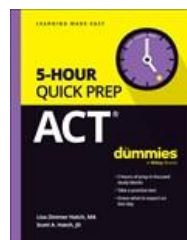
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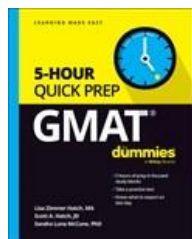
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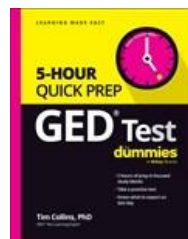
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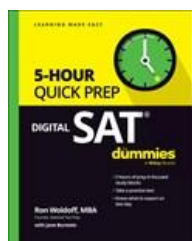
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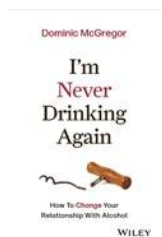
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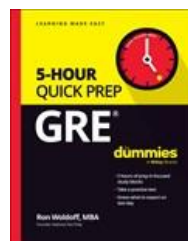
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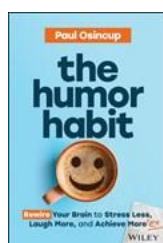
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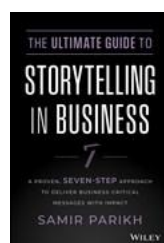
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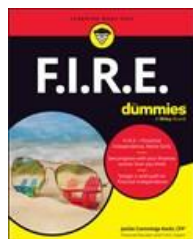
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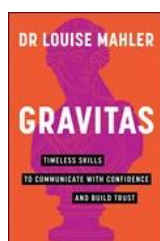
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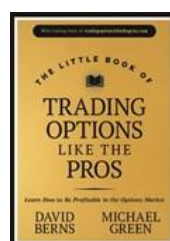
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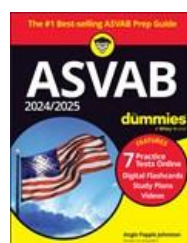
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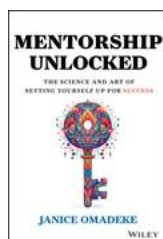
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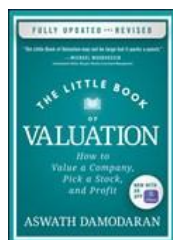


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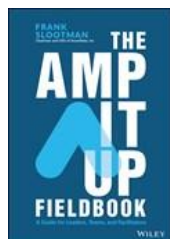
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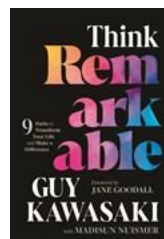
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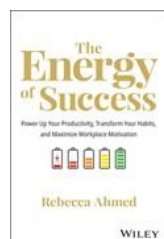
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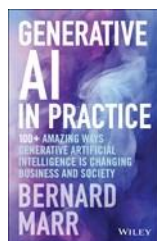


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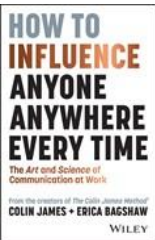
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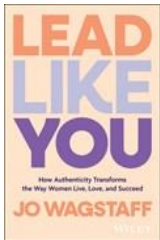
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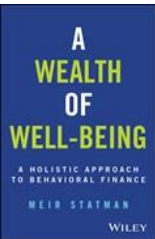
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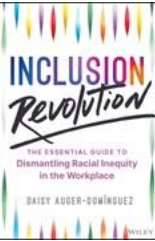
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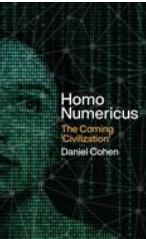
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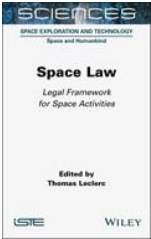


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