

Supermaker Crafting Business On Your Own Terms

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Dumpty

As seen in the HBO docuseries THE VOW: The shocking and subversive memoir of a 12-year-NXIVM-member-turned-whistleblower, and her inspiring true story of abuse, escape, and redemption. "'Master, would you brand me? It would be an honor.' From the second I climb onto the table, acutely aware that I am lying in the sweat of my sisters, I will have blocked that out. Lying there completely naked, I am at my most vulnerable but determined to prove my strength. I try to keep my legs closed as my body wills itself to protect my most private area. . . . I tell myself: I am a warrior. I birthed a human. I can handle pain. But nothing could have ever prepared me for the feel of this fire on my skin." Scarred is Sarah Edmondson's compelling memoir of her recruitment into the NXIVM cult, the 12 years she spent within the organization (during which she enrolled over 2,000 members and entered DOS—NXIVM's "secret sisterhood"), her breaking point, and her harrowing fight to get out, to expose Keith Raniere and the leadership, to help others, and to heal. Complete with personal photographs, Scarred is also an eye-opening story about abuses of power, female trust and friendship, and how sometimes the search to be "better" can override everything else. □ In the tradition of Unorthodox by Deborah Feldman, Escape by Carolyn Jessop, and Troublemaker by Leah Remini □ This tell-all follows Sarah from the moment she takes her first NXIVM seminar, to the invitation she accepts from her best friend, Lauren Salzman, into DOS, to her journey toward become a key witness in the federal case against its founders □ Evokes questions about friendship, ethics, good and evil, making it a brilliant selection for book clubs Audio edition read by the author.

Mickey Mouse Clubhouse: Super Adventure

In this book, I outline a 4-Part approach to thinking smarter about growth as a CPG entrepreneur. It is based on years of anthropological research into how and why consumers pay for premium-priced CPG items and intensive 4P pattern analysis among an elite club of premium CPG brands that all reached \$100M+ in less than a decade. Part 1. Designing to Command a Premium This is where many founders fail without realizing it. There is a cultural logic behind premium products that grow extremely fast. You should learn it. Part 2. Managing A Small Experiment Don't hit the gas too early. Successful CPG startups manage a rolling, iterative experiment until key KPIs appear. You should learn this art. Part 3. Fine Tuning the Conversion Playbook Steady velocity growth is essential to ramping your brand.Your team needs to learn the art of sustaining it in key geographies, so that you don't have to buy

premature distribution to obtain growth. Part 4. Accelerating to Scale There are three best practices in acceleration. Two of them are counter-intuitive to CPG veterans not expert in the ramping of premium CPG businesses. You need to learn how to deploy them.

Make Your Own Kitchen Tools

Forget the hype and the sexy headlines, this is where you'll make your fortune. In this revealing new book Jamie Waller, entrepreneur and self-made multimillionaire, shows how you don't need to come up with some amazing new invention or app, or raise millions, to be a business success. What you need is hard work and determination. And you need to be looking for a business idea that is pretty unsexy if you really want to make it big. We're talking about businesses that collect debts, sell sofas or ship goods – real, solid businesses that you probably use all the time. They won't grab the headlines, but they can make you very, very rich. And that's what makes unsexy so attractive. These are ordinary businesses made extraordinary by the people behind them and their commitment to taking their businesses to the top. Jamie has spoken to 11 amazing entrepreneurs who have created just this type of business and in face-to-face interviews he uncovers the secrets to their successes and gets firsthand accounts of their compelling, and sometimes dramatic, business stories. Jamie also tells his own inspirational story, of how he took his debt collection business from nothing to £33 million, facing stabbings and having a gun pointed at him along the way. Discover how you too can make it really big by ignoring the glitz and glamour and building your own unsexy business. Unsexy Business features: Mike Clare, Dreams | Matt Storey, M&M Supplies | Lara Morgan, Pacific Direct | Reginald Larry-Cole, Buy2Let Cars | Rami Ranger, Sun Mark | Thomas Delgado, WeBuyCarsToday.com | Harry Clarke, RingGo | Kate Lester, Diamond Logistics | Nick Broom, PVL | Charlie Mullins, Pimlico Plumbers | Martyn Dawes, Coffee Nation

Chuck's Lemonade

“Anyone who comes to pitch on Shark Tank should read this book first!” –Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” –Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I'm naming my firstborn child after the Evans.” –Slava Menn, cofounder and CEO, Fortified Bicycle HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million. What's in the book? • The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million • Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members • Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars • A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each • An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are • A crash-course

in visual and presentation design that will make any deck beautiful □ Templates for 4 stories every entrepreneur should know how to tell □ The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

One Week of You

Do you struggle when life gives you lemons? The truth is life doesn't always go as you planned or as you wished. It's what you do next that matters most! Chuck's Lemonade will inspire you to develop habits that will help you find gifts when life gives you lemons, make your days great, and turn your lemons into lemonade! Chuck's Lemonade is a collection of stories and practices designed to help you deal with things in life that can cause negative feelings and emotions. Learn how living HABITS, the ingredients in Chuck's Lemonade (Honesty, Acceptance, Beach, Inspiration, Trust, and Service) can help you cope with these emotions and feelings, find gifts in life's negative situations, and turn your lemons into lemonade!

The Mom Test

There's nothing more satisfying to a woodworker than using handmade kitchen tools in their busy kitchen For a woodworker there's nothing more satisfying than a project that can be quickly made in a weekend that will get years of daily use. And, out of all the rooms in the house, it's the kitchen that has the most potential for custom made accessories and utensils that will deliver a hard day's work. From the Make Something workshop of David Picciuto, Make Your Own Kitchen Tools offers up a collection of projects that will give your kitchen a handmade feel while also being part of your daily prep and serving of the day's meals and snacks. Whether you have a shop full of tools or just a couple of handsaws and a knife, Make Your Own Kitchen Tools has a project for you, each designed with simplicity and style in mind. The tools and techniques required, likewise, are simple and straight-forward: all you need are basic tools and there's no complex joinery to slow you down. To guarantee success, each step is beautifully photographed and written in David Picciuto's trademark straightforward and easy-to-follow style. Whether you follow along each project step-by-step or get inspired to add your own creative spin, Make Your Own Kitchen Tools will have you putting your woodworking to use every day - or proudly giving that friend or loved one a gift they'll really cherish.

Ramping Your Brand

Craft, Inc. is the hipster business primer for entrepreneurial crafters to turn what they do for fun into what they do for money. Pro crafter Meg Mateo Ilasco offers a step-by-step guide to everything from developing products and naming the company to writing a business plan, applying for licenses, and paying taxes. Chapters on sales, marketing, trade shows, and publicity round out the mix. Plus, in-depth interviews with such craft luminaries as Jonathan Adler, Lotta Jansdotter, Denyse Schmidt, and Jill Bliss provide inspiration and practical advice. Accessible, informative, and more than a little spunky, Craft, Inc. paves the way for today's creative minds to become tomorrow's trendsetters.

High-Hanging Fruit

Celebrate your love of Disney with this gorgeous guide to creating magical and memorable

events. Does your best friend love The Little Mermaid? Is your Lion King-obsessed sister hosting a baby shower? Would your family movie night benefit from a little Aladdin magic? This is the party planning guide for you! Entertaining With Disney is the only official Disney guide to exceptional events ranging from Halloween pumpkin carving, elegant dinner parties, fun birthday bashes, and sophisticated New Year eve soirees. Written by party planning expert Amy Croushorn, this is a must-have event planning guide for Disney Princesses of all ages. □ Over 90 years of Disney Inspiration in One Book. From Mickey Mouse to The Little Mermaid, to Frozen, this book is rich with Disney history and beloved characters. □ A party for every occasion. With ideas spanning Brunches, Barbecues, Birthdays and Dinner Parties, this is a true year-round event planning guide for all Disney fans. □ Elegant Recipes. Learn how to make Ariel's Ocean Toast, Simba's Charcuterie Board, Elsa's Eggnog and many more Disney themed dishes, drinks, and desserts. □ Stunning Decorations. Parties are more than just food! Dress up your event with easy to make items such as a "Never Grow Up" party backdrop, Magic Carpet Picnic Blanket, and a Maleficent Welcome Wreath.

LatiNext

Deal with data, build up financial formulas in code from scratch, and evaluate and think about money in your day-to-day life. This book is about Python and personal finance and how you can effectively mix the two together. In Personal Finance with Python you will learn Python and finance at the same time by creating a profit calculator, a currency converter, an amortization schedule, a budget, a portfolio rebalancer, and a purchase forecaster. Many of the examples use pandas, the main data manipulation tool in Python. Each chapter is hands-on, self-contained, and motivated by fun and interesting examples. Although this book assumes a minimal familiarity with programming and the Python language, if you don't have any, don't worry. Everything is built up piece-by-piece and the first chapters are conducted at a relaxed pace. You'll need Python 3.6 (or above) and all of the setup details are included. What You'll Learn Work with data in pandas Calculate Net Present Value and Internal Rate Return Query a third-party API with Requests Manage secrets Build efficient loops Parse English sentences with Recurrent Work with the YAML file format Fetch stock quotes and use Prophet to forecast the future Who This Book Is For Anyone interested in Python, personal finance, and/or both! This book is geared towards those who want to manage their money more effectively and to those who just want to learn or improve their Python.

Get Backed

Now in board: an irresistible winter-themed romp from the team behind Ten on the Sled! This humorous variation on the classic song "If You're Happy and You Know It" introduces adorable animal playmates ice skating, tasting snowflakes, and building a frosty fort. But can they go with the flow when their wild adventure drifts in a surprising direction? Young readers will laugh and sing along!

UNSEXY BUSINESS

"A revolutionary blueprint to help aspiring entrepreneurs, startups, and global enterprises alike sell directly to consumers, from the cofounder of the wildly successful e-commerce business Hubble Contacts"--

It's About Damn Time

Supermaker is a guide to business and career development by Jaime Schmidt: acclaimed entrepreneur, founder of Schmidt's Naturals, and icon of the Maker Movement. In Supermaker, she shares how you too can start or grow your own business with advice on branding, product development, social media marketing, scaling, PR, and customer engagement, all based on her own hard-won mastery. In just seven years, Jaime Schmidt went from making natural products in her Portland, Oregon, kitchen to turning her brand into a household name and selling her company to Unilever—without sacrificing the integrity of her product or her creative vision. ■ Readers learn how to get ahead on their own terms and while maintaining their commitment to fair and sustainable principles. ■ A valuable resource to the ever-growing community of business owners and entrepreneurs who want to go from maker to magnate. ■ Candid advice from an industry disruptor. Following her growth from farmers' market stand to international brand, Jaime's book is a riveting mix of inspiration, the honest airing of mistakes, and indispensable instruction. Supermaker empowers and unites the next generation of entrepreneurs. ■ A go-to guide for the passion-to-profit journey. ■ The perfect read for aspiring entrepreneurs, makers, creatives, and anyone with an interest in natural products, selling your products online, retail strategy, and digital marketing. ■ Great for anyone who enjoyed Start Something That Matters by Blake Mycoskie, Craft, Inc: Turn Your Creative Hobby into a Business by Meg Mateo Iasco, and The Girls' Guide to Starting Your Own Business: Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur by Caitlin Friedman.

Find Your F*ckyeah

To her friends, Amber leads the perfect life with her successful marriage, powerful job in London and her immaculate style. But as more of her friends fall pregnant, and her best friend Dylan announces his decision to adopt a baby with his gay lover, Amber's carefully structured world begins to fall apart. Amber has built her life around her decision not to have children, but now she questions the underlying reasons for the choices she has made. The parallels between her rash emotions and those of her mother years before soon reveal themselves, as Amber fears that she is losing the love of those closest to her and succumbs to her overpowering insecurities. Struggling to make sense of the fragmented memories from her childhood, Amber is forced to confront her difficult and painful relationship with her mother.

Craft a Life You Love

Grounded in cutting-edge science but translated for people who speak emoji, Find Your F*ckyeah disrupts the warm and fuzzy "personal growth" fads made fashionable by mock gurus and self-proclaimed #selfcare experts. This bold guide combines humor, pop culture, and psychology to show us why the one-size-fits-all success formulas and trendy morning routines keep us caught in a cycle of boredom and stress, never fully sustaining our happiness. With hard science, guided experiments, and modern wisdom—from Beyoncé to Carl Jung—Alexis Rockley takes us step-by-step through the biological, cultural, and social factors that create our self-limiting beliefs. Debunking self-sabotaging ideals like "You Are a Living Brand" and "You Have One Calling," Rockley encourages us to discover our real, uncensored selves and find a sense of purpose, even when we don't have all the answers. For those of us tired of feeling the pressure to be better, do more, and work faster—to self-optimize and fall in line—Find Your F*ckyeah teaches us how to find joy where we are right now and to let our genuine self-expression guide us.

If It's Snowy and You Know It, Clap Your Paws!

Since Lightroom first launched, Scott Kelby's The Adobe Photoshop Lightroom Book for Digital Photographers has been the world's #1 best-selling Lightroom book (it has been translated into a dozen different languages), and in this latest version for Lightroom 4, Scott uses his same award-winning, step-by-step, plain-English style and layout to make learning Lightroom easy and fun. Scott doesn't just show you which sliders do what (every Lightroom book will do that). Instead, by using the following three simple, yet brilliant, techniques that make it just an incredible learning tool, this book shows you how to create your own photography workflow using Lightroom: Throughout the book, Scott shares his own personal settings and studio-tested techniques. Each year he trains thousands of Lightroom users at his "Lightroom Live!" tour and through that he's learned what really works, what doesn't, and he tells you flat out which techniques work best, which to avoid, and why. The entire book is laid out in a real workflow order with everything step by step, so you can begin using Lightroom like a pro from the start. What really sets this book apart is the last chapter. This is where Scott dramatically answers his #1 most-asked Lightroom question, which is: "Exactly what order am I supposed to do things in, and where does Photoshop fit in?" You'll see Scott's entire start-to-finish Lightroom 4 workflow and learn how to incorporate it into your own workflow. Scott knows first-hand the challenges today's digital photographers are facing, and what they want to learn next to make their workflow faster, easier, and more fun. He has incorporated all of that into this major update for Lightroom 4. It's the first and only book to bring the whole process together in such a clear, concise, and visual way. Plus, the book includes a special chapter on integrating Adobe Photoshop seamlessly into your workflow, and you'll also learn some of Scott's latest Photoshop portrait retouching techniques and special effects, which take this book to a whole new level. There is no faster, more straight-to-the-point, or more fun way to learn Lightroom than with this groundbreaking book.

Every Tool's a Hammer

Nancy Turner describes more than 150 plants traditionally harvested and eaten by First Peoples east of the Coast Mountains in British Columbia and northern Washington. Each description includes information on where to find the plant and a discussion on traditional methods of harvesting and preparation.

Wenger

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.

Supermaker

"Based on the highly acclaimed NPR podcast, How I Built This with Guy Raz, this book offers priceless insights and inspiration from the world's top entrepreneurs on how to start, launch, and build a successful venture"--

Supermaker

In *Craft a Life You Love*, readers will learn how to focus their creative energy and make things (and make things happen) by implementing small—yet powerful—changes in their everyday lives. In this memoir and hardworking handbook, creativity and craft maven Amy Tangerine, shows readers how to find their flow, maintain a positive mindset, and cultivate a rich and fulfilling life by focusing on what truly matters. Chapters explore how to craft the soul, craft the right mindset, craft the right environment, craft good habits, rediscover your creative mojo, and maintain momentum, with each section offering exercises for taking your creative practice to the next level. For anyone who has felt disconnected from their creativity or has had trouble saving a space for their passions, *Craft a Life You Love* will teach you how to make time for creativity each and every day.

Own Your Time

Draws on reports from kitchens, markets, farms, and laboratories to trace historical experiences of flavor while making predictions on how the sense of taste will evolve in coming decades.

Personal Finance with Python

Mickey works at a pet shop and takes care of a troublesome puppy.

The Girl's Guide to Starting Your Own Business (Revised Edition)

New York Times Bestseller! *Dumpty: The Age of Trump in Verse* is Volume 1 of a satirical poetry collection from award-winning actor and bestselling author John Lithgow. Chronicling the last few raucous years in American politics, Lithgow takes readers verse by verse through the history of Donald Trump's presidency. □ Lampoons the likes of Betsy DeVos, William Barr, Rudy Giuliani, and dozens more. □ Illustrated from cover to cover with Lithgow's never-before-seen line drawings. □ Draws inspiration from A. A. Milne, Lewis Carroll, Edward Lear, and even Mother Goose. □ Great for fans of *A Very Stable Genius* by Mike Luckovich, *Win Bigly: Persuasion in a World Where Facts Don't Matter* by Scott Adams, and *The Donald J. Trump Presidential Twitter Library* by The Daily Show with Trevor Noah. The poems collected in *Dumpty* draw inspiration from A. A. Milne, Lewis Carroll, Edward Lear, Rodgers and Hammerstein, Mother Goose, and many more. A feat of laugh-out-loud lyrical storytelling, this timely volume is bound to bring joy to poetry lovers, political junkies, and Lithgow fans alike. Audio edition read by the author.

Craft, Inc.

In the dynamic tradition of the *BreakBeat Poets* anthology, *The BreakBeat Poets Vol. 4: LatiNEXT* celebrates the embodied narratives of Latinidad. Poets speak from an array of nationalities, genders, sexualities, races, and writing styles, staking a claim to our cultural and civic space. Like Hip-Hop, we honor what was, what is, and what's next.

Start Something That Matters

The incredible story of the man behind TOMS Shoes and One for One, the revolutionary

business model that marries fun, profit, and social good. "A creative and open-hearted business model for our times." The Wall Street Journal Why this book is for you: " You're ready to make a difference in the world—through your own start-up business, a nonprofit organization, or a new project that you create within your current job. " You want to love your work, work for what you love, and have a positive impact on the world—all at the same time. " You're inspired by charity: water, method, and FEED Projects and want to learn how these organizations got their start. " You're curious about how someone who never made a pair of shoes, attended fashion school, or worked in retail created one of the fastest-growing footwear companies in the world by giving shoes away. " You're looking for a new model of success to share with your children, students, co-workers, and members of your community. You're ready to start something that matters.

Entertaining with Disney

Super Mario Maker 2 gives players the tools to make their own levels using power ups, blocks, and enemies from Super Mario history, while also introducing ever before seen things like the Koopa Troopa Car and Twister. It also gives you the option to share your levels via Nintendo Switch Online; as well as play, rate, and download levels made by players all over the world. This game indeed offers near endless possibilities for creating the Mario courses of your dreams. However, the sheer amount of options in Nintendo's excellent new level-creating game can be overwhelming and there are plenty of hidden creation tools that the game doesn't explicitly call out. Whether you're looking to make your first courses or want to take your level-making skills to new heights, we have put together 280 ESSENTIAL tips for creating cool stuff in Super Mario Maker 2. Get this guide now and become a Pro in super mario maker 2.

Scarred

In this New York Times bestselling "imperative how-to for creativity" (Nick Offerman), Adam Savage—star of Discovery Channel's Mythbusters—shares his golden rules of creativity, from finding inspiration to following through and successfully making your idea a reality. Every Tool Is a Hammer is a chronicle of my life as a maker. It's an exploration of making, but it's also a permission slip of sorts from me to you. Permission to grab hold of the things you're interested in, that fascinate you, and to dive deeper into them to see where they lead you. Through stories from forty-plus years of making and molding, building and breaking, along with the lessons I learned along the way, this book is meant to be a toolbox of problem solving, complete with a shop's worth of notes on the tools, techniques, and materials that I use most often. Things like: In Every Tool There Is a Hammer—don't wait until everything is perfect to begin a project, and if you don't have the exact right tool for a task, just use whatever's handy; Increase Your Loose Tolerance—making is messy and filled with screwups, but that's okay, as creativity is a path with twists and turns and not a straight line to be found; Use More Cooling Fluid—it prolongs the life of blades and bits, and it prevents tool failure, but beyond that it's a reminder to slow down and reduce the friction in your work and relationships; Screw Before You Glue—mechanical fasteners allow you to change and modify a project while glue is forever but sometimes you just need the right glue, so I dig into which ones will do the job with the least harm and best effects. This toolbox also includes lessons from many other incredible makers and creators, including: Jamie Hyneman, Nick Offerman, Pixar director Andrew Stanton, Oscar-winner Guillermo del Toro, artist Tom Sachs, and chef Traci Des Jardins. And if everything goes well, we will hopefully save you a few mistakes (and maybe fingers) as well as help you turn your curiosities into creations. I hope this book serves as "creative rocket fuel" (Ed Helms) to build, make, invent, explore, and—most of all—enjoy the thrills of being a creator.

Food Plants of Interior First Peoples

For fifteen-year-old Lizzy, one week will change everything. When she meets the charismatic Andy, she crushes hard. She's not used to attention from boys, and he distracts her from parts of her life that she's trying to hold together. She learns adulthood brings new responsibilities, and the line between right and wrong isn't always clear.

Mollie Makes Papercraft

Supermaker is a guide to business and career development by Jaime Schmidt: acclaimed entrepreneur, founder of Schmidt's Naturals, and icon of the Maker Movement. In Supermaker, she shares how you too can start or grow your own business with advice on branding, product development, social media marketing, scaling, PR, and customer engagement, all based on her own hard-won mastery. In just seven years, Jaime Schmidt went from making natural products in her Portland, Oregon, kitchen to turning her brand into a household name and selling her company to Unilever—without sacrificing the integrity of her product or her creative vision. Readers learn how to get ahead on their own terms and while maintaining their commitment to fair and sustainable principles. A valuable resource to the ever-growing community of business owners and entrepreneurs who want to go from maker to magnate. Candid advice from an industry disruptor. Following her growth from farmers' market stand to international brand, Jaime's book is a riveting mix of inspiration, the honest airing of mistakes, and indispensable instruction. Supermaker empowers and unites the next generation of entrepreneurs. A go-to guide for the passion-to-profit journey. The perfect read for aspiring entrepreneurs, makers, creatives, and anyone with an interest in natural products, selling your products online, retail strategy, and digital marketing. Great for anyone who enjoyed Start Something That Matters by Blake Mycoskie, Craft, Inc: Turn Your Creative Hobby into a Business by Meg Mateo Iasco, and The Girls' Guide to Starting Your Own Business: Candid Advice, Frank Talk, and True Stories for the Successful Entrepreneur by Caitlin Friedman.

Small Business and Entrepreneurship

Geared toward the unique challenges faced by self-employed businesswomen—and updated for the social media-driven, post-financial crisis world—The Girl's Guide to Starting Your Own Business offers solutions and advice for handling a range of issues, including how to write a business plan, how to secure funding, and how to hire (and fire) employees. Caitlin Friedman and Kimberly Yorio share practical information drawn from their own extensive experience in the public relations, marketing, and consulting fields. Their concise and engaging advice is explained through entertaining tips, lists, and quizzes that speak directly to women who are dreaming of starting, or have already started, their own businesses.

Modern Macrame

Now you can turn everything from an old book, a newspaper, or a vintage map into stunning garlands, bunting, wreaths, and more! Join our favorite paper crafters as they share their tips, stories, and beautiful projects, inspiring us all to get creative with paper. Mollie Makes: Papercraft will teach you to make stylish cards to impress friends and family, create unique folk-inspired artworks, and fold classic paper cranes and origami flowers. Decorate your home with clever paper containers and unique paper lampshades. There are projects for all levels of paper crafts, including creating your own paper! With twenty projects in Mollie Makes:

Papercraft, there is plenty to keep you busy. In fact, you could say we've got paper craft all wrapped up!

Mickey Mouse and the Pet Shop

As the hipster classic *Craft, Inc.* did for crafters, this book will teach all types of creatives illustrators, photographers, graphic designers, animators, and more how to build a successful business doing what they love. Freelancing pros Meg Mateo Iasco and Joy Deangdeelert Cho explain everything from creating a standout portfolio to navigating the legal issues of starting a business. Accessible, spunky, and packed with practical advice, *Creative, Inc.* is an essential for anyone ready to strike out on their own.

Cybersecurity Program Development for Business

Lee LeFever and his co-founder and wife, Sachi LeFever, didn't know exactly what type of business they were setting out to build when they started Common Craft in the early 2000s. What they were sure of is that they would design the business in such a way that they prioritized their happiness and time - they wanted the opportunity to go camping on Tuesdays if they felt like it, and make up the time later. While not sacrificing their vision for a business that values time over money, Lee and Sachi built a leading internet-based visual communications firm that includes Google, LEGO, Intel, Microsoft, Ford, and Dropbox as its clients. They paved the way for explainer videos that are now a mainstay of companies' marketing and communications strategy. They learned to pivot to different income streams, and say no to opportunities that would increase unhappiness and decrease autonomy. And they did it all while working from home, not taking on outside employees, and camping on Tuesdays. Like Paul Jarvis in *Company of One*, Lee shows how they did it, and offers his best tips for how you can build a business and a life you love.

The Adobe Photoshop Lightroom 4 Book for Digital Photographers

The inspiring story of how two female entrepreneurs turned a newsletter into a venture-backed start-up, and how you can, too! Filled with heart and humor, *How to Build a Goddamn Empire* shares the real-world, hard-earned business wisdom of one female entrepreneur who transformed an idea into a massive, category-disrupting national brand. With chapters ranging from "The Business You Start Isn't the Business You'll Run" to "Grow Slow, More Dough," Ali Kriegsman demystifies the world of entrepreneurship. She also features words of wisdom from some of her fellow female founders who have built successful companies. By using the questions she's most frequently asked as her guideposts, she offers insights into the nuts and bolts of running a company--discussing, among other things, pivots, pitching, PR, press, and VC--to give women the tools to take their ideas to the next level.

How to Build a Goddamn Empire

Grabbing the low-hanging fruit is no longer acceptable. ZICO Coconut Water founder Mark Rampolla argues that when you choose to reach higher, you can build an incredible business, be profitable, and maybe even change the world. In 2004, Mark Rampolla was successful by most standards. There was just one problem: He wasn't inspired in his job and believed he had something more to contribute to the world. When he asked himself, "What do I have to offer that will improve the world?" Rampolla realized that his big idea was hanging right

overhead. From his time living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American beverage market dominated by a few big players. He wasn't just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to American consumers while also helping developing-world growers and suppliers profit from this resource. It was a win-win-win—good for Rampolla, his customers, and the world. So good, in fact, that in 2013 the Coca-Cola Company purchased ZICO and is scaling the brand around the globe. Rampolla wrote *High-Hanging Fruit* for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it's their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it's a call to arms for a new generation of entrepreneurs who want to disrupt the old model and do good by doing business. From the Hardcover edition.

Super Mario Maker 2 User Guide

In *Wenger: My Life and Lessons in Red and White*, world-renowned and revolutionary soccer coach Arsène Wenger finally tells his own story for the very first time. Wenger opens up about his life, sharing principles for success on and off the field with lessons on leadership, personal development, and management. This book charts his extraordinary career, including his rise from obscurity in France and Japan to his 22 years at the helm of Arsenal Football Club. □ Covers the years of controversy that led up to his resignation in 2018 and his current seat as chief of global football development for FIFA □ Wenger offers studious reflections on the game and his groundbreaking approach to motivation, mindset, fitness, and the winning edge. □ He popularized the attacking approach and belief that the game should be entertaining. □ Includes full-color photo insert. Among the most successful managers of all time, Wenger, affectionately nicknamed "the professor," has won multiple championships and run one undefeated and unmatched English Premier League season. This is a must-read for Arsenal fans, soccer fans, athletes, trainers, business leaders, and anyone seeking the tools for success in work and life. The story of one of the most revered and successful coaches—and his tactics and vision—in the world's largest sport □ Makes a great book for diehard soccer fans around the world □ You'll love this book if you love books like *Alex Ferguson: My Biography* by Alex Ferguson, *Beckham: Both Feet on the Ground: An Autobiography* by David Beckham and Tom Watt, and *Eleven Rings: The Soul of Success* by Phil Jackson and Hugh Delehanty. Digital audio edition read by the author.

Something I'm Not

"This is the book executives have been waiting for. It is clear: With deep expertise but in nontechnical language, it describes what cybersecurity risks are and the decisions executives need to make to address them. It is crisp: Quick and to the point, it doesn't waste words and won't waste your time. It is candid: There is no sure cybersecurity defense, and Chris Moschovitis doesn't pretend there is; instead, he tells you how to understand your company's risk and make smart business decisions about what you can mitigate and what you cannot. It is also, in all likelihood, the only book ever written (or ever to be written) about cybersecurity defense that is fun to read." □Thomas A. Stewart, Executive Director, National Center for the Middle Market and Co-Author of *Woo, Wow, and Win: Service Design, Strategy, and the Art of Customer Delight* Get answers to all your cybersecurity questions In 2016, we reached a tipping point—a moment where the global and local implications of cybersecurity became undeniable. Despite the seriousness of the topic, the term "cybersecurity" still exasperates

many people. They feel terrorized and overwhelmed. The majority of business people have very little understanding of cybersecurity, how to manage it, and what's really at risk. This essential guide, with its dozens of examples and case studies, breaks down every element of the development and management of a cybersecurity program for the executive. From understanding the need, to core risk management principles, to threats, tools, roles and responsibilities, this book walks the reader through each step of developing and implementing a cybersecurity program. Read cover-to-cover, it's a thorough overview, but it can also function as a useful reference book as individual questions and difficulties arise. Unlike other cybersecurity books, the text is not bogged down with industry jargon. Speaks specifically to the executive who is not familiar with the development or implementation of cybersecurity programs. Shows you how to make pragmatic, rational, and informed decisions for your organization. Written by a top-flight technologist with decades of experience and a track record of success. If you're a business manager or executive who needs to make sense of cybersecurity, this book demystifies it for you.

Selling Naked

The ultimate guide to creating and styling modern macramé projects in the home from top creative tastemaker and sought-after macramé artist Emily Katz. Macramé--the fine art of knotting--is an age-old craft that's undergoing a contemporary renaissance. At the heart of this resurgence is Emily Katz, a lifestyle icon and artist who teaches sold out macramé workshops around the world and creates swoon-worthy aspirational interiors with her custom hand-knotted pieces. *Modern Macramé* is a stylish, contemporary guide to the traditional art and craft of macramé, including 33 projects, from driftwood wall art and bohemian light fixtures to macramé rugs and headboards. The projects are showcased in easy to follow and photogenic project layouts, guiding both the novice and the more experienced crafter in a highly achievable way. Included with every project are thoughtful lifestyle tips showing how macramé can provide the perfect finishing touch for the modern, well-designed home--whether it's a hundred-year-old farmhouse, a sophisticated loft, or a cozy but stylish rental.

How I Built This

“A hero's tale of what's possible when we unlock our potential, continue the search for knowledge, and draw on our lived experiences to guide us through the darkest moments.” —Stacey Abrams From a black, gay woman who broke into the boys' club of Silicon Valley comes an empowering guide to finding your voice, working your way into any room you want to be in, and achieving your own dreams. In 2015, Arlan Hamilton was on food stamps and sleeping on the floor of the San Francisco airport, with nothing but an old laptop and a dream of breaking into the venture capital business. She couldn't understand why people starting companies all looked the same (white and male), and she wanted the chance to invest in the ideas and people who didn't conform to this image of how a founder is supposed to look. Hamilton had no contacts or network in Silicon Valley, no background in finance—not even a college degree. What she did have was fierce determination and the will to succeed. As much as we wish it weren't so, we still live in a world where being underrepresented often means being underestimated. But as someone who makes her living investing in high-potential founders who also happen to be female, LGBTQ, or people of color, Hamilton understands that being undervalued simply means that a big upside exists. Because even if you have to work twice as hard to get to the starting line, she says, once you are on a level playing field, you will sprint ahead. Despite what society would have you believe, Hamilton argues, a privileged background, an influential network, and a fancy college degree are not prerequisites for

success. Here she shares the hard-won wisdom she's picked up on her remarkable journey from food-stamp recipient to venture capitalist, with lessons like "The Best Music Comes from the Worst Breakups," "Let Someone Shorter Stand in Front of You," "The Dangers of Hustle Porn," and "Don't Let Anyone Drink Your Diet Coke." Along the way, she inspires us all to defy other people's expectations and to become the role models we've been looking for.

Tasty

Read along with Disney! Adventure is in the air when Professor Von Drake stops by the Clubhouse with a SuperMaker Machine that turns Mickey and his friends into superheroes! And just in time: PowerPants Pete and Megamort have a shrink ray, and they won't stop until everything is miniatureincluding Mickey! The gang has to combine their super powers and work together in this storybook featuring word for word narration.

Creative, Inc.

Extensively revised for the second edition, this popular text deals with the problems and issues facing entrepreneurs and small business in the modern era.

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