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# The Upstarts How Uber Airbnb And The Killer Companies Of The New Silicon Valley Are Changing The World

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How Three Ordinary Guys Disrupted an Industry, Made Billions . . . and Created Plenty of Controversy

How Microsoft's Mogul Reinvented an Industry--and Made Himself the Richest Man in America  
 How to Survive and Grow in the Age of Digital Business Models  
 The Founders  
 The Upstarts  
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*The Upstarts  
 How Uber  
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## AUGUST JAMIE

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*The Confessions of Google  
 Employee Number 59*

PublicAffairs

"An engrossing story of audacious entrepreneurship and big-industry disruption, [this] is a tale for our times."  
 —Charles Duhigg, author of *Smarter Faster Better*  
 An investigative look into a beloved, disruptive, notorious start-up This is the remarkable behind-the-scenes story of the creation and growth of Airbnb, the online lodging platform that is now the largest provider of accommodations in the world. At first just the wacky idea of cofounders Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, Airbnb has become indispensable to millions

of hosts and travelers around the world. Fortune editor Leigh Gallagher presents the first nuanced, in-depth look at the Airbnb

phenomenon—the successes and controversies alike—and takes us behind the scenes as the company's young CEO steers into increasingly uncharted waters. "A fast-paced, fun dive into one of the seminal firms of our time; through the tale of Airbnb, Leigh Gallagher shows us how the sharing economy can be a force for emotional connection—as well as for social and business disruption."

—Rana Foroohar, Financial Times columnist and CNN global economic analyst

### **The Launch Pad**

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 I know something about you without knowing you. I bet you spend A LOT of time in your head. You know, thinking, worrying,

stressing, freaking out -- call it whatever you want. I call it a preoccupied mind. And with what? 99% of your thoughts are useless. William James, once the leading psychologist in America, and one of the founders of the philosophical school of pragmatism, put it best: "A great many people think they are thinking when they are merely rearranging their prejudices." Pragmatism believes that the mind is a tool. Your mind should work for you, not against you. People who don't master their mind, don't believe it's possible. They say: "I can't help but thinking these things." Well, you can TAKE CONTROL of your mind with enough practice. I've done it. And in THINK STRAIGHT, I share exactly how. It's a quick read and you can use it to immediately to improve your thinking. You have the ability to decide what you think. Or, you can

choose NOT to think. And that is one of the most important and most practical things you can learn in life. Before I learned that skill, I would spend hours and hours inside my head. Just think about how much you think. - "I wonder what my boss thinks?" - "What happens if I screw up and lose my job?" - "What if my business never takes off?" - "Does she love me?" - "Why does my life suck?" - "What if I get cancer?" - "I can't finish anything. What's wrong with me? And the list goes on. THINK STRAIGHT reveals the recipe for taking control of your mind so you can improve your life, career, relationships, business. I wrote this little book in a way that you can read it more than once. And I hope that this book serves as an anchor to you-- especially during trying times. The mind is the most powerful tool on earth. Change the way you think. And you'll change your life. [How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World](#) Simon and Schuster "The fullest account yet of the rise of one of the most profitable, most powerful, and oddest businesses

the world has ever seen." -San Francisco Chronicle Just eleven years old, Google has profoundly transformed the way we live and work—we've all been Googled. Esteemed media writer Ken Auletta uses the story of Google's rise to explore the future of media at large. This book is based on the most extensive cooperation ever granted a journalist, including access to closed-door meetings and interviews with industry legends, including Google founders Larry Page and Sergey Brin, Marc Andreessen, and media guru "Coach" Bill Campbell. Auletta's unmatched analysis, vivid details, and rich anecdotes illuminate how the Google wave grew, how it threatens to drown media institutions, and where it's taking us next. [Inside Y Combinator](#) Harvard Business Review Press The real story of what it takes to risk it all and go for broke. Conventional wisdom says most startups need to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in *Startupland*, the story of founding Zendesk was anything but conventional.

Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success. Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—*Startupland* removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why

failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look for people who are not offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all. While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. *Startupland* is indispensable reading for all entrepreneurs who want to make their ideas the next big thing. The book will inspire and empower you to follow your own dream and create your own story.

### **The Rideshare Guide**

Simon and Schuster  
 "Traces the story of Uber's rapid growth from its murky origins to its plans for expansion into radically different industries. The company is fighting local competitors and lawmakers for markets around the world; it has already faced riots and protests in cities like Paris, Rio de Janeiro, and Mumbai. It fought, and lost, an expensive and grueling battle against rival Didi in China. Uber has also poached entire departments from top research universities in a push to build the first self-driving car and possibly replace the very drivers it's worked so hard to recruit. Uber is in the headlines every day, but so much about its past and its future plans are still unknown to the public"--  
*Silicon Valley's Coming of Age* Touchstone  
 "A Wall Street Journal columnist for "Weekend Confidential" explores the hubris and ambition of Silicon Valley innovators who are changing the world, tracing the stories of three upstarts who left promising college educations in favor of developing billion-dollar ideas"--NovelList.

### Jeff Bezos and the Age of Amazon Penguin

An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of *Googled Advertising* and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. *Mad Men* are turning into *Math Men* (and women-- though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper. *Frenemies* is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world,

but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

Summary and Analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley are Changing the World

Simon & Schuster  
A Washington Post Notable Book This New York Times bestseller is a "masterful" (The Washington Post), "juicy tour of the company [Jeff] Bezos built" (The New York Times Book Review), revealing the most important business story of our time by the bestselling author of *The Everything Store*. Almost ten years ago, Bloomberg journalist Brad Stone captured the rise of Amazon in his bestseller *The Everything Store*. Since then, Amazon has expanded exponentially, inventing novel products like Alexa and disrupting countless industries, while its workforce has quintupled in size and its valuation has soared to nearly two trillion dollars.

It's almost impossible to go a day without encountering the impact of Jeff Bezos's Amazon, between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of The Washington Post. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In *Amazon Unbound*, Brad Stone presents an "excellent" (The New York Times), deeply reported, vividly drawn portrait of how a retail upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and "engaging" (Jon Meacham, author of *The Soul of America*), Stone has provided an unvarnished portrait of a man and company that we couldn't imagine modern life without.

**The Upstarts** Simon and Schuster  
An industry leader's guide to making Lyft and Uber work for you. In less than five years, ridesharing has grown from nonexistence into a billion dollar industry. Uber now has two million drivers in the United States, Lyft has seven hundred thousand, and both show no signs of slowing down. Despite the large number of drivers, Uber and Lyft provide little in the way of help for new drivers, who complain that there is a lack of guidance when starting out. Harry Campbell, founder and director of *The Rideshare Guy* blog and podcast and a driver himself, can help. *The Rideshare Guide* offers a comprehensive and engaging handbook for current and prospective rideshare drivers. Learn how to: Decide between Uber and Lyft Maximize passengers and profits Maintain a five-star rating Keep safe and interact appropriately with passengers Navigate legal matters and tax codes Campbell explains these and much more, also including funny, shocking, and bizarre tales from the road. Whether you are thinking about becoming a driver or a veteran wondering

about UberPool and tax help, The Rideshare Guide by the Rideshare Guy has the answers.

Heads: Business Lessons from an Executive Search Pioneer Currency

'Jack Monroe is a force for good in the world.' Nigella Lawson 'This book will be a friend to you when life is hard.' Matt Haig Seventy-five comforting, delicious and affordable recipes from Jack Monroe, star of BBC's Daily Kitchen Live and author of the Sunday Times bestseller, Tin Can Cook. Food writer and anti-poverty campaigner Jack Monroe presents Good Food for Bad Days, a collection of cheering, tasty and easy meals to make when you're low in spirits. Eating properly is one of the biggest hurdles when you're feeling low, so these recipes (dubbed 'depressipes' by Jack) give you everything you need in a dish; they are inexpensive, simple and filling so that cooking and eating a nutritious meal doesn't seem like an impossible task. This collection includes comforting dishes such as Quick and Spicy Noodles, Recalibration Supper, Jaffa Cake Mug Pudding and Hot Apple Pies. In this handy little paperback cookbook, Jack shares friendly and creative tips

for making a little go a long way and for using store-cupboard ingredients: perfect for when you're feeling overwhelmed by whatever is on your plate, but still want to take care of yourself.

*Startupland* Red Wheel/Weiser

So much to read, so little time? This brief overview of The Upstarts tells you what you need to know—before or after you read Brad Stone's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World includes: Chapter-by-chapter overviews Character profiles Detailed timeline of events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About The Upstarts by Brad Stone: Brad Stone's The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World is a

detailed account of the founding of Uber and Airbnb, as well as each company's climb from small startup to transportation and hospitality powerhouse. The Upstarts provides insight into the early lives of entrepreneurs Travis Kalanick and Brian Chesky, including their forays into new business ventures, some successful, most of them not. Stone points out the amazing parallels between the two tech companies as they fight for startup capital, wrestle to find the right framework for their products and organizations, and bring in the talent and technology needed to support those offerings. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction. *Pandemics* Little, Brown Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously told...compelling history" (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is



the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account...a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite education, institutional capital, and entrepreneurship collide with incredible force" (The

Christian Science Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future. [Everything You Need to Know about Driving for Uber, Lyft, and Other Ridesharing Companies](#) Houghton Mifflin Harcourt We've gone from regarding the Net as something exotic to something that we take for granted, like mains electricity or running water. Yet most people have no idea how the network functions, nor

any conception of its architecture; and few can explain why it has been - and continues to be - so uniquely disruptive in social, economic and cultural contexts. John Naughton has been thinking, arguing, lecturing and writing about the Net for over two and a half decades, and in *FROM GUTENBERG TO ZUCKERBERG* he distills the noisy chatter surrounding the internet's relentless evolution into nine clear-sighted and accessible areas of understanding. *FROM GUTENBERG TO ZUCKERBERG* gives you the requisite knowledge to make better use of the technologies and networks around and raises important questions, as exciting as they are unsettling, about the future of the Net and the impact it will have on our lives. *Googled* Penguin In the early nineties, a visionary special-effects guru named Marc Thorpe conjured a field of dreams different from any the world had seen before: It would be framed by unbreakable plastic instead of cornstalks; populated not by ghostly ballplayers but by remote-controlled robots, armed to the steely teeth,

fighting in a booby-trapped ring. If you built it, they'd come all right.... In *Gearheads*, Newsweek technology correspondent Brad Stone examines the history of robotic sports, from their cultish early years at universities and sci-fi conventions to today's televised extravaganzas -- and the turmoil that threatened the whole enterprise almost from the beginning. By turns a lively historical narrative, a legal thriller, and an exploration of a cultural and technological phenomenon, *Gearheads* is a funny and fascinating look at the sport of the future today.

### **The New Revolution for Women Entrepreneurs**

Penguin

ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of *The Everything Store*. Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous--yet today it is as common as ordering a book online. Companies like Uber and Airbnb have redefined the way we live. And while they have become pervasive in our

day-to-day lives, they are not universally celebrated. They are the result of a generation of Silicon Valley entrepreneurs who used technology to upend convention and disrupt entire industries. Led by Travis Kalanick of Uber and Brian Chesky of Airbnb, these are the upstarts, founders with an overabundance of self-confidence and a limitless drive that pushed them to rewrite the rules, better and sometimes for worse. Now with a new epilogue and updated throughout, *The Upstarts* takes us deep into the origins--and controversy--of these new titans of business.

### **Troublemakers** Little, Brown

Are you ready for the IoT revolution? The Internet of Things (IoT) will soon be everywhere—embedded in interconnected devices we'll use every day. Already, cars, appliances, and wearables transmit realtime data to improve performance . . . and new IoT products can even save your life. Consumer goods are just the tip of the iceberg. Amid projections that 30 billion smart devices will be linked in the near future, traditional companies such as Siemens, GE, and John Deere are preparing

for profound changes to management, strategy, manufacturing, and maintenance. With the IoT, for example, sensors warn when a critical assembly-line part is about to break, or track how customers actually use products. Data hubs collect and share information instantly with departments, supply chains, partners, and customers—anchoring the organization and replacing hierarchies with circular systems. *The Future is Smart* documents the shifts now under way. Written by a leading IoT strategist, the book explains how companies are tapping technology to: Optimize supply chains • Maximize quality • Boost safety • Increase efficiency • Reduce waste • Cut costs • Revolutionize product design • Delight customers For those who are ready, the opportunities are endless. This big-think book reveals concrete actions for thriving in this new tech-enabled world. *How Your Company Can Capitalize on the Internet of Things--and Win in a Connected Economy* Corgi At last a practical guide on intuitive decision-making for anyone in the business world to get to



the answer they need faster. Intuition is the great differentiator in business. Listening to, trusting, and acting on your intuitive intelligence separates you from the pack as most people are not listening to theirs. Intuition is the one intangible skill that enables teams to function at a higher level and add more dimension and power to their ability to solve problems and grow. Yet the question that each business leader and manager struggles to answer is how do you train and develop intuitive thinking in a team to achieve the greatest result? Decisive Intuition is for business leaders, managers, and employees who want answers to this question and are ready to accelerate their company culture. Practice this 6-step process for harnessing your intuitive intelligence with practical business applications. Hear how successful business leaders are integrating intuitive skills into their companies for cutting-edge results. Explore directional, social, and informational intuition and how you can apply them to different areas of your business for greater results. Learn about the 5 roadblocks to accessing

your intuitive intelligence and how to overcome them. Discover the latest findings in neuroscience and techniques to access your intuitive, subconscious mind for arriving at better decisions, faster. [How Three Guys Risked Everything to Turn an Idea into a Global Business](#) Simon and Schuster  
 NEW YORK TIMES BESTSELLER  
 WASHINGTON POST BESTSELLER Winner of the getAbstract 17th International Book Award  
 "The Seventh Sense is a concept every businessman, diplomat, or student should aspire to master--a powerful idea, backed by stories and figures that will be impossible to forget." -- Walter Isaacson, author of Steve Jobs and Leonardo da Vinci  
 Endless terror. Refugee waves. An unfixable global economy. Surprising election results. New billion-dollar fortunes. Miracle medical advances. What if they were all connected? What if you could understand why? The Seventh Sense is the story of what all of today's successful figures see and feel: the forces that are invisible to most of us but explain everything from explosive

technological change to uneasy political ripples. The secret to power now is understanding our new age of networks. Not merely the Internet, but also webs of trade, finance, and even DNA. Based on his years of advising generals, CEOs, and politicians, Ramo takes us into the opaque heart of our world's rapidly connected systems and teaches us what the losers are not yet seeing--and what the victors of this age already know. *Uber, Airbnb, and the Battle for the New Silicon Valley* Open Road Media  
 For women entrepreneurs (and anyone sick of the status quo), this smart, unapologetic collection delivers fifty proven hacks to leapfrog over obstacles and succeed in business. "A must-read for any woman who has a great idea and the nagging thought that doors are closed to her; Molina Niño helps to blow them open."--Publishers Weekly  
 Think the most critical factor for becoming a great entrepreneur is grit, risk-taking, or technical skills? Think again. Despite what every other business book might say, historical data show the real secret ingredients to getting ahead in business

are being rich, white, and male. Until now. Leapfrog is the decades-overdue startup bible for the rest of us. It's filled with uncompromising guidance for winning at business, your way. Leapfrog is for entrepreneurs of all stripes who are fed up with status quo advice--the kind that assumes you have rich friends and family and a public relations team.

Refreshingly frank and witty, author Nathalie Molina Niño is a serial tech entrepreneur, the founder and CEO of BRAVA Investments, and a proud daughter of Latinx immigrants. While teaching budding entrepreneurs at Barnard College at Columbia University and searching the globe for investment-worthy startups, she has met or advised thousands of entrepreneurs who've gone from zero to scalable business. Here she shares their best secrets in the form of fifty "leapfrogs"--clever loopholes and shortcuts to outsmart, jump over, or straight up annihilate the

seemingly intractable hurdles facing entrepreneurs who don't have family money, cultural capital, or connections.

*The Turbulent Rise of Robotic Sports Currency* "The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the

key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the "most authoritative...and in many ways the most entertaining" (James Gleick, The New York Book Review) account of Google to date and offers "an instructive primer on how the minds behind the world's most influential internet company function" (Richard Waters, The Wall Street Journal).

Best Sellers - Books :

- [The Ballad Of Songbirds And Snakes \(a Hunger Games Novel\) \(the Hunger Games\) By Suzanne Collins](#)
- [Remarkably Bright Creatures: A Read With Jenna Pick By Shelby Van Pelt](#)
- [The Going To Bed Book By Sandra Boynton](#)
- [Fourth Wing \(the Emphyrean, 1\) By Rebecca Yarros](#)

- [Stone Maidens](#)
- [Guess How Much I Love You](#)
- [Blowback: A Warning To Save Democracy From The Next Trump By Miles Taylor](#)
- [The Democrat Party Hates America By Mark R. Levin](#)
- [The Very Hungry Caterpillar By Eric Carle](#)
- [How To Catch A Mermaid](#)