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Here's something you may not know about today's Internet. Simply by designing your product the right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock to throw money at you. Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop"--to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are The result: Never before has there been the potential to create wealth this fast, on this scale, and starting with so little. In this game-changing must-read, Penenberg tells the fascinating story of the entrepreneurs who first harnessed the unprecedented potential of viral loops to create the successful online businesses--some worth billions of dollars--that we have all grown to rely on. The trick is that they created something people really want, so much so that their customers happily spread the word about their product for them. All kinds of businesses--from the smallest start-ups to nonprofit organizations to the biggest multinational corporations--can use the paradigm-busting power of viral loops to enable their business through technology. Viral Loop is a must-read for any entrepreneur or business interested in uncorking viral loops to benefit their bottom line.

From the bold, beloved comic and podcast star Greg Proops comes a "terrifically random appreciation of cultural touchstones" (Publishers Weekly) that is electrifying, thought-provoking, and unrelenting, full of rapid-fire references, historical name-checking, Satchel Paige bon mots, and genuine wisdom. Greg Proops is an internationally renowned comedian, best known for starring on the hit improv-comedy show Whose Line Is It Anyway? and for his popular award-winning podcast, "The Smartest Man in the World,"

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which Rolling Stone called "some of the boldest comedy on the podcasting frontier right now." But Proops is also a fountain of historical knowledge, a wealth of pop culture trivia, and a generally charming know-it-all. The Smartest Book in the World is a rollicking reference guide to the most essential areas of knowledge in Proops's universe, from history's juiciest tales and curious backstories to the movies you must see and the albums you must hear. Full of eclectic and humorous knowledge, it is a concentrated collection and comic cultural dictionary of the essential Proops topics including poetry, proper punctuation, and Satchel Paige, all delivered with his signature style, making the full Proops experience complete. So if you're stuck wondering why Alexander was so Great (well, he did conquer the world), which cinema bombshell would be the best shortstop (Hedy Lamarr, of course), what great work of art would be the best to steal (not that you would), or the finest way to prepare vodka-flavored vodka (add vodka), don't fret, pumpkin butter—The Smartest Book in the World has what you need right now.

Stop working for your money—and put your money to work for you! Tens of thousands of readers trust Dan Solin's advice when it comes to investing, managing their portfolios and their 401(k)s, and planning for retirement. Now Solin offers the smartest guide to money management and financial planning yet. From managing your debt, maximizing savings, and making smart decisions about home ownership (or not) to insurance, investing, and retirement, The Smartest Money Book You'll Ever Read will be your guide to financial independence for a lifetime—and beyond. Written in the same no-nonsense style as his previous bestsellers, The Smartest Money Book You'll Ever Read breaks financial planning and money management into bite-size pieces—with immediately actionable advice. Covering the key tasks in every area of personal finance, Solin shows you how to:

- Analyze your money problems and get motivated to solve them
- Get out of debt fast, and draw up a budget you can live on—and live with
- Blow off useless commission-based advisors and learn to take control of your own financial future
- Buy the health/life/disability/auto insurance you need—and only what you need
- Invest so that—finally—your money works for you, not someone else

Step by simple step, this is advice that you can actually understand and follow. You can avoid debt-addiction and other financial hazards, as well as learn to harness the power of the web to put your money to work. The Smartest Money Book You'll Ever Read is recommended by Mint.com, the world's largest free online financial planning site, for use by its members. However, all of the advice in this book is readily accessible to all readers.

A quotable reference for anyone interested in learning the ins and outs of business or starting their own. More than one million people in the United States take the necessary steps to enroll in master's of business programs every single year. These students learn the fundamentals required to eventually start their own businesses, carry on family businesses, or become CEOs of other people's businesses. The Big

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Book of Business Quotations, compiled and edited by journalist Johnnie Roberts, features advice, ideas, strategies, and secrets that helped make some of the most successful businesspeople in the world rich, famous, or both. These quotes will inspire and motivate any current or aspiring businessperson to achieve success. "Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy." ?Norman Schwarzkopf?Business opportunities are like buses; there's always another one coming." ?Richard Branson?You only have to do a very few things right in your life so long as you don't do too many things wrong." ?Warren Buffett?Success is often achieved by those who don't know that failure is inevitable." ?Coco Chanel

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"Chris Grabenstein just might be the smartest writer for kids in the universe." -James Patterson The Smartest Kid in the Universe goes to genius camp in book two of this action-packed series from the New York Times bestselling author of Escape from Mr. Lemoncello's Library! Jake McQuade is the smartest kid in the universe—and he's back to defend his title! This time, he is heading off to a camp for geniuses sponsored by billionaire tech mogul (and brilliant inventor) Zane Zinkle. But genius camp is not like regular camp. There are limo buses, robot polar bears, and high-tech cabins with high-tech toilets! But it isn't all fun and brain games at camp, especially when Jake goes up against the artificially intelligent Virtuoso quantum computer—the smartest machine in the universe—which also happens to be Zinkle's latest genius creation! It's boy versus bot in this epic showdown packed with s'mores, puzzles, action, adventure, and hilarious, jelly bean-fueled fun! Bonus puzzle included!

This book will change the way you think about and invest in your retirement savings plan-forever. Internationally bestselling author and consumer advocate Dan Solin challenges some basic and misguided assumptions about traditional retirement plans to reveal that: ? 401(k) and 403(b) plans are laden with Porky Pig fees, poor investment choices, and conflicts of interest. You may be better off just saying "No!" ? There is a simple way to make smart choices in these plans- and this book shows you exactly what to do and which funds to avoid. ? There is one investment that could be the key to a successful retirement plan. You can do it yourself, with pre-tax or after-tax money. Create your own, inflation-proof pension plan that is guaranteed to provide you with monthly income for as long as you live, and

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