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Sustainable Excellence Adidas Wilson  
Rebuilding Empires examines, through retail giants Best Buy and Target, how big box chains are constructing a new future by utilizing mobile devices, social media, and the Internet, the same technologies that once pushed them to the brink of irrelevance. This book features interviews with industry leaders and experts, including Best Buy CEO Hubert Joly, Target chief marketing officer Jeff Jones, and several other key players in both companies. Bricks and mortar retailing is not dead, and Best Buy shows others how to capitalize on their own physical spaces. Lee shows how showrooming is an asset rather than a liability, how physical space and online space are complementary, and how others can learn from Best Buy's innovations including the Geek Squad, stores within stores, and creating non-traditional partnerships. In a readable narrative format, journalist Thomas Lee explores how the world's largest consumer electronics retailer is redefining what it truly means to be a "Best Buy" in the age of online retailing.  
*Mastering eBay* Simon and Schuster  
New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.  
The PC and Gadget Help Desk Academic Press  
PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.  
*PC Mag* Lulu.com  
Michman and Mazze present five key variables that retailing executives in nine specialty businesses must understand and work with, to gain and sustain competitive advantage in their competitive environments. Innovation, target market segmentation, image development, physical store decor, and human resource managementf are identified and examined. Authors argue convincingly from research and practical experience that these fundamental considerations are crucial to achieving competitive dominance. With up-to-date analyses and extensive coverage of e-commerce and internet retailing as well, their book is essential for retailing executives. Michman and Mazze find that successful specialty retailers are not all things to all customers, and do not try to be. They are, however, the first to apply new technologies. Authors analyze the development of specialty stores in the U.S. and tie their variables together in an epilogue. Along the way they make clear that by focusing on their five critical variables, we can understand how marketing successes come about and what causes blunders in the nine highly important store categories under their examination here. They point out that not all of their variables need be used concurrently. Some may be more critical than others, and this depends on environmental and competitive conditions. Backing it all up is

meticulously developed evidence from their research and personal experience -- all of it presented readably and in a way that practitioners can understand and immediately apply.  
*The Geek Squad Guide to Solving Any Computer Glitch* Que Publishing  
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*Rebuilding Empires* Simon and Schuster  
PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.  
*How to start and run your own computer repair business* St. Martin's Press  
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*PC Mag* SAGE Publications  
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*PC Mag* Bloomsbury Publishing USA  
A simple, powerful idea that's reinventing the way smart, adaptive companies do business. Most businesses follow the same basic formula: create a product or service, sell it, and collect money. What Lisa Gansky calls "Mesh" businesses throw this model out the window. Instead, these companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. The Mesh gives companies a better understanding of what customers really want. Already, hundreds of successful Mesh companies are redefining how we interact with the people, goods, and services in our lives. These businesses are easier to start and spreading like wildfire, from bike sharing and home exchanges to peer-to-peer lending, energy cooperatives, and open source design. Consider: • ZipCar profits from streamlined car sharing • Kickstarter connects artists with funding from enthusiastic supporters • Music Gym makes finding a recording studio as easy as joining a gym The Mesh reveals the next wave of information-enabled commerce, showing readers how to plug in and profit.  
*New York Magazine* AuthorHouse  
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*The Everything Start Your Own Business Book* Penguin  
The focus of this book is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It's a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and

markets in mind Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit  
*New York Magazine* Rodale Books  
Born in northern Virginia, William Ford has had a relationship with computers since 1985. William worked as a computer sales associate and as a parts specialist in the early 1990s and later as a technician. He is currently a consultant and technical assistant to the Appomattox County Library. William went to school in Fairfax County, Virginia, and acquired training in computer sales and services from CompUSA and Best Buy. He is a self-taught computer technician and earned several certifications from Brainbench.com in 2001, including Windows administration and networking. Currently he runs an on-site computer repair service in Appomattox, Virginia. William has designed and built many computer systems including a model that was designed for long-time friend, Daniel, as a film and video editing system for professional filmmaking. Williamas desire is to make technology easier to understand so everyone can take advantage of the technological advances of our age.  
*New York Magazine* MCD  
How the world's most influential companies are building business strategies that tackle the biggest global challenges. Today's business landscape is changing in fundamental ways: Natural resources are growing ever more scarce and expensive. Technology and changing consumer expectations are making transparency a fact of life. The rise of emerging economies creates vast market opportunities for companies--and better living standards for hundreds of millions. In Sustainable Excellence, Aron Cramer and Zachary Karabell tell the stories of the companies who are transforming themselves by responding to these paradigm shifts and in the process shaping the future. From their work with these Global 1000 companies, Cramer and Karabell know firsthand how business can successfully grapple with big-picture issues like resource scarcity, supply chain complexities, and the diverse expectations of government and the public. In Sustainable Excellence, they tell the story of how Coca-Cola and Greenpeace collaborated on a refrigerator that fights climate change. They show how companies like Best Buy and Nike are transforming the very products they sell to deliver more value to consumers with less waste. They recount how GE and Google created an innovative partnership that is developing "smart grids" that radically reduce energy use. And they show how business leaders like Starbucks' founder and CEO Howard Schultz put sustainable excellence at the center of his company's business strategy. Through these and other fascinating stories, Sustainable Excellence makes the case for a different way of doing business--one that will define both business success and economic vitality in the 21st century.  
*PC Mag* John Wiley & Sons  
A WIRED Pick for the 7 Books You Need to Read This Winter and one of Vox's 11 Titles Not to Miss From the incomparable New York Times and New Yorker illustrator Tamara Shopsin, a debut novel about a NYC printer repair technician who comes of age alongside the Apple computer—featuring original artistic designs by the author. LaserWriter II is a coming-of-age tale set in the legendary 90s indie NYC Mac repair shop TekServe—a voyage back in time to when the internet was new, when New York City was gritty, and when Apple made off-beat computers for weirdos. Our guide is Claire, a 19-year-old who barely speaks to her bohemian co-workers, but knows when it’s time to snap on an antistatic bracelet. Tamara Shopsin brings us a classically New York novel that couldn’t feel more timely. Interweaving the history of digital technology with a tale both touchingly human and delightfully technical, Shopsin brings an idiosyncratic cast of characters to life with a light touch, a sharp eye, and an unmistakable voice. Filled with pixelated philosophy and lots of printers, LaserWriter II is, at its heart, a parable about an apple.  
*Specialty Retailers -- Marketing Triumphs and Blunders* Simon and Schuster  
"It's the money you don't spend that ultimately gives you the freedom to live the life you love!" You work hard for your money. You know you should save some, but it seems like every month something comes up that sets back your best laid plans. If you're tired of working hard just to get by, this user-friendly guide shows you that you can slash the cost of nearly everything you need without sacrificing joy and quality of

life. Mary Hunt shows you how to get off the monthly money roller coaster. She offers the specific techniques, resources, and motivation you need to keep more of your money every month, including

- finding money you didn't know you had
- cutting your grocery bill by 50%
- controlling the mother of all budget-busters
- avoiding fees
- paying off your mortgage
- saving on bills
- preparing for disaster
- paying less for your dream car
- planning family vacations
- and more

It's time to start saving, giving, and finally making financial progress, and with humor and compassion, Mary Hunt is leading the way!

*PC Mag* Publish America

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New York Magazine

A Do-It-Yourself Guide To Troubleshooting and Repairing Your EASY, comprehensive technology troubleshooter! PCs, smartphones, tablets, networks, cameras, home theater and more—all in one book! We all use technology—and we all have problems with it. Don’t get frustrated... and don’t waste money on costly repair or support calls! Solve the problems yourself, with the one guide that makes it easy: The PC and Gadget Help Desk. Using clear pictures, handy “symptom tables,” and easy-to-use flowcharts, Mark Edward Soper walks you step-by-step through identifying, solving, and preventinghundreds of today’s most aggravating tech problems. Soper covers all your major platforms: iPhones, iPads, Android devices, Windows systems, and more. He even helps you fix the weird problems that happen when you use them together! Regain lost Internet access and fix broken Wi-Fi connections Solve problems with viewing and sharing media or other files Track down power problems wherever they arise Troubleshoot printing problems and print from smartphones or tablets Fix missing video or audio on your HDTV or home theater system Get syncing working right on your Apple or Android device Improve your PC’s 3D gaming performance Identify and replace flaky memory chips Prevent overheating that can damage your equipment Solve common problems with digital cameras and DV camcorders Troubleshoot iOS or Android antennas, updates, screens, and connectivity Get FaceTime working right on your iPhone or iPad Troubleshoot eReaders and display your eBooks on additional devices Sensibly decide whether to upgrade, repair, or replace Mark Edward Soper has spent 30 years as an instructor and corporate trainer, helping thousands of people work more happily with personal technology. He is the author of PC Help Desk in a Book, and is the co-author of Leo Laporte’s PC Help Desk, as well as more than 25 other books on Windows, digital imaging, networking, the Internet, IT certification, and computer troubleshooting. Soper is a CompTIA A+ Certified computer technician and Microsoft Certified Professional. BONUS ONLINE VIDEOS: Includes access to free, studio-quality how-to videos that make troubleshooting and repair even easier!

**New York Magazine**

The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

*PC Mag*

Born in Northern Virginia, William Ford has had a relationship with computers since 1985. William worked as a computer sales associate and as a parts specialist in the early 1990s and later as a technician and is currently a consultant and technical assistant to the Appomattox County Library. William went to school in Fairfax County, Virginia, and acquired training in computer sales and services from CompUSA and Best Buy. He is a self-taught computer technician and earned several certifications from Brainbench.com in 2001, including Windows administration and networking. Currently he runs an on-site computer repair service in Appomattox, Virginia. William has designed and built many computer systems including a model which was designed for long time friend, Daniel Cieplinski, as a film and video editing system for professional filmmaking. Williams desire is to make technology easier to understand so everyone can take advantage of the technological advances of our age.

**New York Magazine**

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