

## Masayoshi Son Aiming High

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[The Digital Silk Road](#) Simon and Schuster

'I have no intention of making small bets' - Masayoshi Son In order to understand what's happening in Silicon Valley, you just need to look at Masayoshi Son.

There is no one in the world right now who is in a better position to influence the next wave of technology than Masayoshi Son. Not Jeff Bezos, not Mark Zuckerberg, not Elon Musk. They might have the money, but they lack Masa's combination of ambition, imagination, and nerve. Masayoshi Son is the most powerful person in Silicon Valley. As CEO and founder of the Japanese investment firm, SoftBank, 'Masa' has invested in some of the most exciting and influential tech companies in recent memory - Uber, WeWork, ByteDance, Slack, and many others. Prior to that, he was known as one of the first investors in Alibaba and Yahoo! He has an audacious vision for the future and one that is unmatched in the tech industry. Aiming High provides insight into this charismatic and visionary leader. Originally published in Japan, this book charts Son's rise from a Korean immigrant who dropped out of high school to becoming one of the wealthiest people in the world. With unprecedented access to Son, including exclusive interviews, this book creates an authoritative account of how SoftBank and it's visionary and charismatic CEO is shaping the future of tech.

**Japan and China** Cambridge University Press

"In a feat of razor-sharp journalism, Zimberoff asks all the right questions about Silicon Valley's hunger for a tech-driven food system. If you, like me, suspect they're selling the sizzle more than the steak, read *Technically Food* for the real story." —Dan Barber, the chef and co-owner of Blue Hill and Blue Hill at Stone Barns Eating a veggie burger used to mean consuming a mushy, flavorless patty that you would never confuse with a beef burger. But now products from companies like Beyond Meat, Impossible Foods, Eat Just, and others that were once fringe players in the food space are dominating the media, menus in restaurants, and the refrigerated sections of our grocery stores. With the help of scientists working in futuristic labs—making milk without cows and eggs without chickens—start-ups are creating wholly new food categories. Real food is being replaced by high-tech. *Technically Food: Inside Silicon Valley's Mission to Change What We Eat* by investigative reporter Larissa Zimberoff—€ is the first comprehensive survey of the food companies at the forefront of this booming business. Zimberoff pokes holes in the mania behind today's changing food landscape to uncover the origins of these mysterious foods and demystify them. These sometimes ultraprocessed and secretly produced foods are cheered by consumers and investors because many are plant-based—often vegan—and help address societal issues like climate change, animal rights, and our planet's dwindling natural resources. But are these products good for our personal health? Through news-breaking revelations, *Technically Food* examines the trade-off—€s of replacing real food with technology-driven approximations. Chapters go into detail about algae, fungi, pea protein, cultured milk and eggs, upcycled foods, plant-based burgers, vertical farms, cultured meat, and marketing methods. In the final chapter Zimberoff talks to industry voices—including Dan Barber, Mark Cuban, Marion Nestle, and Paul Shapiro—to learn where they see food in 20 years. As our food system leaps ahead to a sterilized lab of the future, we think we know more about our food than we ever did. But because so much is happening so rapidly, we actually know less about the food we are eating. Until now.

*Understanding Morphology* Penguin UK

Leading economic historians present a groundbreaking series of country case studies exploring the formation of fiscal states in Eurasia.

[Japan Style Sheet](#) Routledge

The ancient warrior culture of Japan produced a sophisticated martial philosophy that we know today as Bushido—the Way of the Warrior. In *Samurai Wisdom*, author Thomas Cleary provides five critical new translations of major Japanese works on Bushido. The writings of the scholar Yamaga Soko and his disciples are among the most lucid expositions we have of the core ideas and philosophy underlying the Samurai's disciplined way of life and outlook. Together they provide an in-depth, practical guide to character building and conduct according to the precepts of Bushido—a code for professional warriors that retains as much relevance in today's world as it had when these works were written 400 years ago. Yamaga's writings inspired the transformation of the Samurai from a feudal class of warriors under the command of the Shogun to a group of prominent individuals with significant intellectual, political and moral leadership and influence. The works translated in *Samurai Wisdom* for the very first time are as timeless and essential today as the works of Sun Tzu, Musashi and Clausewitz. The five Japanese works on Bushido translated in *Samurai Wisdom* are: *The Way of the Knight* by Yamaga Soko *The Warrior's Rule* by Tsugaru Kodo-shi *Essentials of Military Matters* compiled by Yamaga Takatsune *The Education of Warriors* by Yamaga Soko *Primer of Martial Education* by Yamaga Soko

*Aiming High* Routledge

Dyson has become a byword for high-performing products, technology, design, and invention. Now, James Dyson, the inventor and entrepreneur who made it all happen, tells his remarkable and inspirational story in *Invention: A Life*, “one of the year’s most relevant and revelatory business books” (*The Wall Street Journal*). Famously, over a four-year period, James Dyson made 5,127 prototypes of the cyclonic vacuum cleaner that would transform the way houses are cleaned around the world. In devoting all his resources to iteratively setbacks came hard-fought success. His products—including vacuum cleaners, hair dryer and hair stylers, and fans and purifiers—are not only

revolutionary technologies, but design classics. This was a legacy of his time studying at the Royal College of Art in the 1960s, when he was inspired by some of the most famous artists, designers, and inventors of the era, as well as his engineering heroes such as Frank Whittle and Alex Issigonis. In *Invention: A Life*, Dyson reveals how he came to set up his own company and led it to become one of the most inventive technology companies in the world. It is a compelling and dramatic tale, with many obstacles overcome. Dyson has always looked to the future, even setting up his own university to help provide the next generation of engineers and designers. For, as he says, “everything changes all the time, so experience is of little use.” Whether you are someone who has an idea for a better product, an aspiring entrepreneur, whether you appreciate great design or a page-turning read, *Invention: A Life* is an “entertaining and inspiring memoir” (*Kirkus Reviews*, starred review) that offers motivation, hope, and much more.

*Cold Steel* Simon and Schuster

This new edition of *Understanding Morphology* has been fully revised in line with the latest research. It now includes 'big picture' questions to highlight central themes in morphology, as well as research exercises for each chapter. *Understanding Morphology* presents an introduction to the study of word structure that starts at the very beginning. Assuming no knowledge of the field of morphology on the part of the reader, the book presents a broad range of morphological phenomena from a wide variety of languages. Starting with the core areas of inflection and derivation, the book presents the interfaces between morphology and syntax and between morphology and phonology. The synchronic study of word structure is covered, as are the phenomena of diachronic change, such as analogy and grammaticalization. Theories are presented clearly in accessible language with the main purpose of shedding light on the data, rather than as a goal in themselves. The authors consistently draw on the best research available, thus utilizing and discussing both functionalist and generative theoretical approaches. Each chapter includes a summary, suggestions for further reading, and exercises. As such this is the ideal book for both beginning students of linguistics, or anyone in a related discipline looking for a first introduction to morphology.

[Swimming Across](#) YouTeacher

This volume ties together the histories of Japan and China for the modern period prior to the 20th century. The chapters look at Chinese and Japanese works which were written in response to events in the other country. None of these works has received any sustained attention in the west. As a result we get a view of how Chinese and Japanese saw each other at a time when there were few personal contacts allowed.

Many of these texts were built on fanciful embellishments of stories that migrated from one land to the other. But the unique qualities of the Sino-Japanese cultural bond seem to have conditioned the interaction so that these texts all reveal a fascinatingly well-defined area.

*Breakout Nations: In Pursuit of the Next Economic Miracles* Routledge

This extended monograph examines the work of the radical journalist Kotoku Shusui and Japan's anti-imperialist movement of the early twentieth century. It includes the first English translation of Imperialism (Teikokushugi), Kotoku's classic 1901 work. Kotoku Shusui was a Japanese socialist, anarchist, and critic of Japan's imperial expansionism who was executed in 1911 for his alleged participation in a plot to kill the emperor. His *Imperialism* was one of the first systematic criticisms of imperialism published anywhere in the world. In this seminal text, Kotoku condemned global imperialism as the commandeering of politics by national elites and denounced patriotism and militarism as the principal causes of imperialism. In addition to translating *Imperialism*, Robert Tierney offers an in-depth study of Kotoku's text and of the early anti-imperialist movement he led. Tierney places Kotoku's book within the broader context of early twentieth-century debates on the nature and causes of imperialism. He also presents a detailed account of the different stages of the Japanese anti-imperialist movement. *Monster of the Twentieth Century* constitutes a major contribution to the intellectual history of modern Japan and to the comparative study of critiques of capitalism and colonialism.

**Hedge Funds** Cambridge University Press

From the *Financial Times*'s global finance correspondent, the incredible true story of the iconoclastic geeks who defied conventional wisdom and endured Wall Street's scorn to launch the index fund revolution, democratizing investing and saving hundreds of billions of dollars in fees that would have otherwise lined fat cats' pockets. Fifty years ago, the Manhattan Project of money management was quietly assembled in the financial industry's backwaters, unified by the heretical idea that even many of the world's finest investors couldn't beat the market in the long run. The motley crew of nerds—including economist wunderkind Gene Fama, humiliated industry executive Jack Bogle, bull-headed and computer-obsessive John McQuown, and avuncular former WWII submariner Nate Most—succeeded beyond their wildest dreams. Passive investing now accounts for more than \$20 trillion, equal to the entire gross domestic product of the US, and is today a force reshaping markets, finance and even capitalism itself in myriad subtle but pivotal ways. Yet even some fans of index funds and ETFs are growing perturbed that their swelling heft is destabilizing markets, wrecking the investment industry and leading to an unwelcome concentration of power in fewer and fewer hands. In *Trillions*, *Financial Times* journalist Robin Wigglesworth unveils the vivid secret history of an invention Wall Street wishes was never created, bringing to life the characters behind its birth, growth, and evolution into a world-conquering phenomenon. This engrossing narrative is essential reading for anyone who wants to understand modern finance—and one of the most pressing financial uncertainties of our time.

*Samurai Wisdom* Abrams

Find the most lucrative markets of the future by looking to the past Some of the biggest technological innovations in the world have followed similar market and social patterns - scepticism is replaced by enthusiasm; venture capital is supplied; many companies are started and their stocks rise. But as the technology is developed and financial reality sets in, companies disappear, stocks collapse, and naive investors lose money. Through exhaustive research, Alasdair Nairn captures this pattern and examines the impact that some of the greatest technological inventions of the past 200 years have had on financial markets and investors' fortunes. Each chapter explores a different technological innovation, and provides valuable insights on how to apply these lessons to appraise the 'new technology' companies of the future. Some of the key historical episodes examined include: - electric light and its commercial exploitation - the railway boom in Britain and the United States - the development of the automobile industry - the discovery and early development of crude oil - the rise of the PC - the wireless world - the Internet and dotcom bubble. Don't be left behind when the next technological innovation revolutionises the market. With *Engines That Move Markets* you'll learn how to recognise the familiar patterns unfolding in today's economy so you can profit from these market-shaping events.

*The Rise of Fiscal States* Cambridge University Press

WALL STREET JOURNAL BESTSELLER • A FINANCIAL TIMES, FORTUNE, AND NPR BEST BOOK OF THE YEAR • “The

riveting, definitive account of WeWork, one of the wildest business stories of our time.”—Matt Levine, Money Stuff columnist, Bloomberg Opinion The definitive story of the rise and fall of WeWork (also depicted in the upcoming Apple TV+ series WeCrashed, starring Jared Leto and Anne Hathaway), by the real-life journalists whose Wall Street Journal reporting rocked the company and exposed a financial system drunk on the elixir of Silicon Valley innovation. **LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD** WeWork would be worth \$10 trillion, more than any other company in the world. It wasn’t just an office space provider. It was a tech company—an AI startup, even. Its WeGrow schools and WeLive residences would revolutionize education and housing. One day, mused founder Adam Neumann, a Middle East peace accord would be signed in a WeWork. The company might help colonize Mars. And Neumann would become the world’s first trillionaire. This was the vision of Neumann and his primary cheerleader, SoftBank’s Masayoshi Son. In hindsight, their ambition for the company, whose primary business was subletting desks in slickly designed offices, seems like madness. Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion—on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country’s most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. Nearly \$40 billion of value vaporized in one of corporate America’s most spectacular meltdowns. Peppered with eye-popping, never-before-reported details, *The Cult of We* is the gripping story of careless and often absurd people—and the financial system they have made.

[The Power Law](#) Diversion Books

50% OFF! Holiday Season Special Price! The first ever English language biography of Masayoshi Son, Japan’s foremost IT revolutionary and SoftBank’s founder, chairman and CEO. Based on over twenty years of in-depth interviews and study, Atsuo Inoue brings Son’s story to life in this translation of the Japanese best seller. From his humble beginnings as a son of Korean immigrants living in a shack in southwest Japan, to his aim to become No. 1 in the world as CEO of one of Japan’s largest Internet companies, Inoue richly details Son’s inspiring journey and the challenges he faced along the way. Told from the viewpoint of those who know him best—relatives, friends and business partners from around the world—the story reveals the truth about “rising Son,” the man who made “Information Revolution – Happiness for Everyone” his life’s mission. Son was born in 1957 as a third generation Korean resident in Japan’s Saga Prefecture. He entered one of the Prefecture’s most prestigious high schools, attending for just the first semester before dropping out to venture to the US. He was only 16 years old. In the US, he acquired high school graduate equivalency in just three weeks through accelerated study and then entered the University of California, Berkeley. As a college student, he earned his first million dollars for the invention of an automatic voice translator. Then he came back to Japan to found SoftBank. Continuously realizing his aspirations, he made SoftBank into a multibillion dollar enterprise. He attributes his success to making decisions with extraordinary speed and by leveraging his friendships with innovators, including his close friend Steve Jobs. “I will create a self-sustaining enterprise that lasts over 300 years.” Such bold statements have garnered Son attention from all over the world. But who is the real Masayoshi Son? The author Atsuo Inoue has covered Son’s career closely as a journalist and his insightful observations vividly paints an intimate portrait of the charismatic business revolutionary, who blends cool rational thought with fiery passion and genius. “I’ve never seen such a comprehensive account of my life.” –Masayoshi Son, Chairman & CEO of SoftBank Corp.

*The Making of Japanese Settler Colonialism* Penguin

How did Tik Tok rise so fast? Who's really behind China's first truly global internet giant? In 2012, ByteDance was just a handful of geeks working out of a scrappy four-bedroom Beijing apartment. Today, it's the world's fastest-growing tech behemoth worth over \$100 billion. Written by China internet specialist and internationally recognized speaker Matthew Brennan and edited by TechCrunch journalist Rita Liao. Attention Factory is packed with over 300 pages of original analysis and exclusive reporting that you cannot find elsewhere. The rise and fall of Vine and Musical.ly The company's iconic founder, Zhang Yiming The original China version of TikTok--Douyin ByteDance's first flagship app, Toutiao The power of short video memes And so much more... Discover how recommendation engines, content operations, and good old China-style growth hacking hold the key to this company's success. A creative blend of storytelling and analysis, Attention Factory is perfect for business professionals, technology firm investors, and anyone passionate about how the internet is impacting our lives. Get it now.

[The Singularity Is Near](#) Penguin

The Cambridge History of Japanese Literature provides, for the first time, a history of Japanese literature with comprehensive coverage of the premodern and modern eras in a single volume. The book is arranged topically in a series of short, accessible chapters for easy access and reference, giving insight into both canonical texts and many lesser known, popular genres, from centuries-old folk literature to the detective fiction of modern times. The various period introductions provide an overview of recurrent issues that span many decades, if not centuries. The book also places Japanese literature in a wider East Asian tradition of Sinitic writing and provides comprehensive coverage of women's literature as well as new popular literary forms, including manga (comic books). An extensive bibliography of works in English enables readers to continue to explore this rich tradition through translations and secondary reading.

[Cold Steel](#) Cambridge University Press

Hedge Funds: Structure, Strategies, and Performance provides a synthesis of the theoretical and empirical literature on this intriguing, complex, and frequently misunderstood topic. The book dispels some common misconceptions of hedge funds, showing that they are not a monolithic asset class but pursue highly diverse strategies. Furthermore, not all hedge funds are unusually risky, excessively leveraged, invest only in illiquid asses, attempt to profit from short-term market movements, or only benefit hedge fund managers due to their high fees. Among the core issues addressed are how hedge funds are structured and how they work, hedge fund strategies, leading issues in this investment, and the latest trends and developments. The authors examine hedge funds from a range of perspectives, and from the theoretical to the practical. The book explores the background, organization, and economics of hedge funds, as well as their structure. A key part is the diverse investment strategies hedge funds follow, for example some are activists, others focusing on relative value, and all have views on managing risk. The book examines various ways to evaluate hedge fund performance, and enhances understanding of their regulatory environment. The extensive and engaging examination of these issues help the reader understands the important issues and trends facing hedge funds, as well as their future prospects.

[The Spotify Play](#) Plunkett Lake Press

"Translation, in one form or another, has been present in all major exchanges between cultures in history. Japan is no exception, and it is part of the standard narrative of Japanese history that translation has played a formative role in the development of indigenous legal and religious

systems as well as literature, from early contact with China to the present-day impact of world literatures in Japanese translation. Yet translation is by no means a mainstream area of study for historians of Japan and there are no monograph-length overviews of the history of pre-modern Japanese translation available in any language"--

[alibaba](#) Tuttle Publishing

When the world's two largest steel producers went head to head in a bitter struggle for market domination, an epic corporate battle ensued that sent shockwaves through the political corridors of Europe, overheated the world's financial markets and transformed the steel industry. Billions of dollars were at stake. At the heart of the battle were two men: Guy Dollé, Chairman and CEO of Luxembourg-based Arcelor, the world's largest steel producer by turnover and Lakshmi Mittal, a self-made Indian industrialist and the richest man in Great Britain. Only one could prevail . . .

[Trillions](#) Harvard University Press

WALL STREET JOURNAL BESTSELLER From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its legacy—or destroy it completely. Play Nice But Win is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, Play Nice But Win is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

*A Cultural History of Translation in Early Modern Japan* Harper Collins

In Integrity Counts, lifelong Republican and Georgia Secretary of State Brad Raffensperger speaks out against the former president's false claims of voter fraud in the 2020 election and hopes to restore confidence and trust in our country's elections. “Brad Raffensperger put public service above party service, and for that he is a true democracy action hero, and he is also my hero. His book serves as a reminder that American democracy is bigger than any individual candidate or election.” —THE HON. ARNOLD SCHWARZENEGGER, former governor of California Integrity stands as the cornerstone of American democracy. Brad Raffensperger, Georgia Secretary of State, defended American democracy by refusing to bend to demands that he change the legitimate results of the 2020 presidential election in his state. Raffensperger's defense of democracy made him a target of President Donald Trump for months following the election, culminating in an hour-long phone call in which the president told him, “I just want to find 11,780 votes,” the exact number he needed to win Georgia's sixteen Electoral College votes. Once again, Raffensperger refused. Georgia voters had spoken. A lifelong conservative Republican who had financially supported President Trump's reelection campaign and voted for Trump, Raffensperger called for a hand recount of every vote to confirm the results and affirm the integrity of Georgia's election. Still President Trump persisted in his personal attacks. One of the most troubling questions in the wake of the 2020 election, Raffensperger says, is whether America will see every candidate who loses a major election refuse to accept the results and, instead, set out to raise money and build support on unfounded claims of fraud and corruption. To avoid that prospect, Americans must come to terms with the scope of the problem, but doing so won't be comfortable for either party. Either party because the 2020 crisis was not unprecedented in Georgia. By November 2020, Raffensperger had been challenging the claims of a “stolen election” for nearly two years. In the fall of 2018, after Democrat Stacey Abrams lost the race for governor of Georgia, she told a crowd of supporters, “So, to be clear, this is not a speech of concession. Concession means to acknowledge an action is right, true, or proper. As a woman of conscience and faith, I cannot concede.” The similarities don't end there, and when considered with some care, they paint a troubling picture of an all-too-bipartisan willingness to undermine the integrity of our democracy, and the public's confidence in it, for the sake of personal and partisan gain. Integrity Counts tells Raffensperger's inspiring story of commitment to the integrity of American democracy.

*Aiming High* HarperCollins Canada

Longlisted for the Financial Times Business Book of the Year award From an award-winning financial historian comes the gripping, character-driven story of venture capital and the world it made Innovations rarely come from "experts." Jeff Bezos was not a bookseller; Elon Musk was not in the auto industry. When it comes to innovation, a legendary venture capitalist told Sebastian Mallaby, the future cannot be predicted, it can only be discovered. Most attempts at discovery fail, but a few succeed at such a scale that they more than make up for everything else. That extreme ratio of success and failure is the power law that drives venture capital, Silicon Valley, the tech sector, and, by extension, the world. Drawing on unprecedented access to the most celebrated venture capitalists of all time, award-winning financial historian Sebastian Mallaby tells the story of this strange tribe of financiers who have funded the world's most successful companies, from Google to SpaceX to Alibaba. With a riveting blend of storytelling and analysis, *The Power Law* makes sense of the seeming randomness of success in venture capital, an industry that relies, for good and ill, on gut instinct and personality rather than spreadsheets and data. We learn the unvarnished truth about some of the most iconic triumphs and infamous disasters in the history of tech, from the comedy of errors that was the birth of Apple to the venture funding that fostered hubris at WeWork and Uber to the industry's notorious lack of women and ethnic minorities. Now the power law echoes around the world: it has transformed China's digital economy beyond recognition, and London is one of the top cities for venture capital investment. By taking us so deeply into the VCs' game, *The Power Law* helps us think about our own future through their eyes.