Ahead In The Cloud Best Practices For Navigating The Future Of Enterprise It

Cloud FinOpsThe Software Architect ElevatorWar and Peace and ITThe Art of Business ValueCloud ComputingHuman + MachineMastering AWS CloudFormationThe Enterprise CloudManaging Your Manager: How to Get Ahead with Any Type of BossMoving Ahead with REDD: Issues, Options and ImplicationsProject to ProductWhat To Do When Machines Do EverythingThe Cloud Adoption PlaybookDitch the Act: Reveal the Surprising Power of the Real You for Greater SuccessInflection PointWinning the CloudA Seat at the TableThe Road AheadCloud AtlasSoros on SorosArchitecting the CloudHolesThe Great Cloud MigrationYou Don't Look Your Ageand Other Fairy TalesArchitecting Cloud Computing SolutionsInfinite JestAhead of All PartingAhead in the CloudCloudonomicsTransitioning the Enterprise to the CloudSun Performance and TuningHead in the CloudRomantic ThingsAhead of the CurveTrailblazerWhere the Wild Coffee GrowsGo Ahead in the RainBriggsJuniorInto Thin Air

Cloud FinOps

AI is radically transforming business. Are you ready? Look around you. Artificial

intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In Human + Machine, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. Human + Machine provides the missing and much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help executives, workers, students and others navigate the changes

that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

The Software Architect Elevator

Be human. It's the only way to get ahead in business today. Competition today is fiercer than ever. It seems that every job candidate is flashing a world-class resume and every business competitor is the absolute best at what they do. Don't be fooled. People exaggerate. And don't be discouraged. By revealing stories of failures, setbacks, and personal flaws without shame or fear, you exhibit greater self-confidence than your competition. You cultivate connections with serious, smart people, and you build loyalty that lasts. Ditch the Act shows how to present your humanness—imperfect and flawed but honest, resilient, and willing to learn—in strategic ways to achieve clear, defined goals. It provides an actionable program for building an authentic, long-lasting personal brand, explaining why exposure is important and how it cultivates more durable connections than any polished persona can. By creating a personal brand that's honest and authentic and that reveals personal struggles, you'll build stronger, longer-lasting

relationships—and achieve greater success. Careers and businesses based on authenticity and truth aren't just more rewarding than those founded on hyperbole and the "hard sell." Because they're founded on durable, robust relationships, they're rock-solid—and better withstand business uncertainty and tough times. Ditch the act, be real—and jump ahead of the competition before they even know you are there.

War and Peace and IT

Today, a hurricane is forming, and businesses are headed straight into it. This hurricane is arising from the convergence of several enormous trends in information technology, including cloud, mobility, Software as a Service, and Big Data. In Inflection Point, Scott Stawski shows how to harness these fierce winds of change, put them at your back, and sail towards greater competitiveness and customer value. Stawski explains the strategic implications of today's new technology paradigms, helping you reshape strategy to embrace and profit from them. You'll discover how technology and other factors are driving a radical new round of disintermediation, reintermediation, and disruption–and what that means to you and your company. Stawski shows how to go beyond inadequate incremental improvements, dramatically reducing IT spend and virtually eliminating IT capital expenditures. One meaningful step at a time, you'll learn how to transform Operational IT into both a utility and a true business enabler, bringing

new speed, flexibility, and focus to what really matters: your true core competencies. BUILD A CONTINUAL TRANSFORMATION ENVIRONMENT THAT'S READY FOR ANYTHING Focus on high-value core competencies, not fixed assets or unchanging processes CONSUME IT THE WAY YOU CONSUME ELECTRICITY Stop running data centers, buying software, and managing applications–forever! LEVERAGE THE CLOUD'S SIMPLICITY WITHOUT LOSING CONTROL OR SECURITY Use standards and governance to maximize cloud benefits with minimal risk HARNESS THE PRECIOUS ASSET YOU MUST ALWAYS KEEP CLOSE: DATA Build data-centric operations to deliver the right knowledge, right now, wherever it's needed

The Art of Business Value

How do you start? How should you build a plan for cloud migration for your entire portfolio? How will your organization be affected by these changes? This book, based on real-world cloud experiences by enterprise IT teams, seeks to provide the answers to these questions. Here, you'll see what makes the cloud so compelling to enterprises; with which applications you should start your cloud journey; how your organization will change, and how skill sets will evolve; how to measure progress; how to think about security, compliance, and business buy-in; and how to exploit the ever-growing feature set that the cloud offers to gain strategic and competitive advantage.

Cloud Computing

Never before have we had so much information at our fingertips. You might think that we are better-informed than ever, but there's one thing we can't ask Google: 'What should I be googling?' The way we consume information in the digital age has been blamed for driving political polarisation and leaving us unable to agree on basic facts. It's also making us stupider. Personalised news feeds and social media echo chambers narrow our potential knowledge base. By now, we don't even know what we don't know. In Head in the Cloud, William Poundstone investigates the true worth of knowledge. An entertaining manifesto underpinned by big data analysis and illustrated by eye-opening anecdotes, it reveals the surprising benefits of broadening your horizons and provides an unnerving look at the consequences of being ill-informed.

Human + Machine

Cloud computing is the most significant technology development of our lifetimes. It has made countless new businesses possible and presents a massive opportunity for large enterprises to innovate like startups and retire decades of technical debt. But making the most of the cloud requires much more from enterprises than just a technology change. Stephen Orban led Dow Jones's journey toward digital agility

as their CIO and now leads AWS's Enterprise Strategy function, where he helps leaders from the largest companies in the world transform their businesses. As he demonstrates in this book, enterprises must re-train their people, evolve their processes, and transform their cultures as they move to the cloud. By bringing together his experiences and those of a number of business leaders, Orban shines a light on what works, what doesn't, and how enterprises can transform themselves using the cloud.

Mastering AWS CloudFormation

Bill Gates talks about the history of computers, how they have changed our lives and future developments.

The Enterprise Cloud

"Refreshingly thought-provoking" – The Financial Times The essential playbook for the future of your business What To Do When Machines Do Everything is a guidebook to succeeding in the next generation of the digital economy. When systems running on Artificial Intelligence can drive our cars, diagnose medical patients, and manage our finances more effectively than humans it raises profound questions on the future of work and how companies compete. Illustrated with real-

world cases, data, and insight, the authors provide clear strategic guidance and actionable steps to help you and your organization move ahead in a world where exponentially developing new technologies are changing how value is created. Written by a team of business and technology expert practitioners—who also authored Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business—this book provides a clear path to the future of your work. The first part of the book examines the once in a generation upheaval most every organization will soon face as systems of intelligence go mainstream. The authors argue that contrary to the doom and gloom that surrounds much of IT and business at the moment, we are in fact on the cusp of the biggest wave of opportunity creation since the Industrial Revolution. Next, the authors detail a clear-cut business model to help leaders take part in this coming boom; the AHEAD model outlines five strategic initiatives—Automate, Halos, Enhance, Abundance, and Discovery—that are central to competing in the next phase of global business by driving new levels of efficiency, customer intimacy and innovation. Business leaders today have two options: be swallowed up by the ongoing technological evolution, or ride the crest of the wave to new profits and better business. This book shows you how to avoid your own extinction event, and will help you; Understand the untold full extent of technology's impact on the way we work and live. Find out where we're headed, and how soon the future will arrive Leverage the new emerging paradigm into a sustainable business advantage Adopt a strategic model for winning in the new economy The digital world is

already transforming how we work, live, and shop, how we are governed and entertained, and how we manage our money, health, security, and relationships. Don't let your business—or your career—get left behind. What To Do When Machines Do Everything is your strategic roadmap to a future full of possibility and success. Or peril.

Managing Your Manager: How to Get Ahead with Any Type of Boss

Here, Jacobus discusses objects and attributes that test our perceptions and preoccupy both Romantic poetry and modern philosophy. John Clare, John Constable, W.G. Sebald, and Gerhard Richter make appearances around the central figure of William Wordsworth as Jacobus explores trees, rocks, clouds, and sleep in their work.

Moving Ahead with REDD: Issues, Options and Implications

- Learn how to migrate your applications to the cloud! - Learn how to overcome your senior management's concerns about Cloud Security and Interoperability! - Learn how to explain cloud computing, big data and linked data to your organization! - Learn how to develop a robust Cloud Implementation Strategy! -

Learn how a Technical Cloud Broker can ease your migration to the cloud! This book will answer the key questions that every organization is asking about emerging technologies like Cloud Computing, Big Data and Linked Data. Written by a seasoned expert and author/co-author of 11 other technical books, this book deftly guides you with real-world experience, case studies, illustrative diagrams and in-depth analysis. * How do you migrate your software applications to the cloud? This book is your definitive guide to migrating applications to the cloud! It explains all the options, tradeoffs, challenges and obstacles to the migration. It provides a migration lifecycle and process you can follow to migrate each application. It provides in-depth case studies: an Infrastructure-as-a-Service case study and a Platform-as-a-Service case study. It covers the difference between application migration and data migration to the cloud and walks you through how to do both well. It covers migration to all the major cloud providers to include Amazon Web Services (AWS), Google AppEngine and Microsoft Azure. * How do you develop a sound implementation strategy for the migration to the cloud? This book leverages Mr. Daconta's 25 years of leadership experience, from the Military to Corporate Executive teams to the Office of the CIO in the Department of Homeland Security, to guide you through the development of a practical and sound implementation strategy. The book's "Triple-A" Strategy: Assessment, Architecture then Action is must reading for every project lead and IT manager! * This book covers twenty migration scenarios! Application and data migration to the cloud

Project to Product

Winner of the Newbery Medal and the National Book Award! This #1 New York Times bestselling, modern classic in which boys are forced to dig holes day in and day out is now available with a splashy new look. Stanley Yelnats is under a curse. A curse that began with his no-good-dirty-rotten-pig-stealing-great-great-grandfather and has since followed generations of Yelnatses. Now Stanley has been unjustly sent to a boys' detention center, Camp Green Lake, where the boys build character by spending all day, every day digging holes exactly five feet wide and five feet deep. There is no lake at Camp Green Lake. But there are an awful lot of holes. It doesn't take long for Stanley to realize there's more than character improvement going on at Camp Green Lake. The boys are digging holes because the warden is looking for something. But what could be buried under a dried-up lake? Stanley tries to dig up the truth in this inventive and darkly humorous tale of crime and punishment—and redemption. Includes a double bonus: an excerpt from Small Steps, the follow-up to Holes, as well as an excerpt from Louis Sachar's new middle-grade novel, Fuzzy Mud. "A smart jigsaw puzzle of a novel." --The New York Times WINNER OF THE BOSTON GLOBE-HORN BOOK AWARD A NEW YORK TIMES BOOK REVIEW NOTABLE CHILDREN'S BOOK SELECTED FOR NUMEROUS BEST BOOK OF THE YEAR AND ALA HONORS

What To Do When Machines Do Everything

The essential roadmaps for enterprise cloud adoption As cloud technologies continue to challenge the fundamental understanding of how businesses work, smart companies are moving quickly to adapt to a changing set of rules. Adopting the cloud requires a clear roadmap backed by use cases, grounded in practical real-world experience, to show the routes to successful adoption. The Cloud Adoption Playbook helps business and technology leaders in enterprise organizations sort through the options and make the best choices for accelerating cloud adoption and digital transformation. Written by a team of IBM technical executives with a wealth of real-world client experience, this book cuts through the hype, answers your questions, and helps you tailor your cloud adoption and digital transformation journey to the needs of your organization. This book will help you: Discover how the cloud can fulfill major business needs Adopt a standardized Cloud Adoption Framework and understand the key dimensions of cloud adoption and digital transformation Learn how cloud adoption impacts culture, architecture, security, and more Understand the roles of governance, methodology, and how the cloud impacts key players in your organization. Providing a collection of winning plays, championship advice, and real-world examples of successful adoption, this playbook is your ultimate resource for making the cloud work. There has never been a better time to adopt the cloud. Cloud solutions are more numerous and accessible than ever before, and evolving technology is making the cloud more

reliable, more secure, and more necessary than ever before. Don't let your organization be left behind! The Cloud Adoption Playbook gives you the essential guidance you need to make the smart choices that reduce your organizational risk and accelerate your cloud adoption and digital transformation.

The Cloud Adoption Playbook

It's not enough to say that the CIO is the geek who wears the suit, IT leaders must, now more than ever, take a seat at the table. In A Seat at the Table, CIO Mark Schwartz explores the role of IT leadership as it is now and opens the door to reveal IT leadership as it should be—an integral part of the value creation engine. With wit and an easy style, Schwartz reveals that the only way to become an Agile IT leader is to be courageous—to throw off the attitude and assumptions that have kept CIOs from taking their rightful seat at the table. CIOs, step on up, your seat at the table is waiting for you.

Ditch the Act: Reveal the Surprising Power of the Real You for Greater Success

Despite the buzz surrounding the cloud computing, only a small percentage of organizations have actually deployed this new style of IT—so far. If you're planning

your long-term cloud strategy, this practical book provides insider knowledge and actionable real-world lessons regarding planning, design, operations, security, and application transformation. This book teaches business and technology managers how to transition their organization's traditional IT to cloud computing. Rather than yet another book trying to sell or convince readers on the benefits of clouds, this book provides guidance, lessons learned, and best practices on how to design, deploy, operate, and secure an enterprise cloud based on real-world experience. Author James Bond provides useful guidance and best-practice checklists based on his field experience with real customers and cloud providers. You'll view cloud services from the perspective of a consumer and as an owner/operator of an enterprise private or hybrid cloud, and learn valuable lessons from successful and less-than-successful organization use-case scenarios. This is the information every CIO needs in order to make the business and technical decisions to finally execute on their journey to cloud computing. Get updated trends and definitions in cloud computing, deployment models, and for building or buying cloud services Discover challenges in cloud operations and management not foreseen by early adopters Use real-world lessons to plan and build an enterprise private or hybrid cloud Learn how to assess, port, and migrate legacy applications to the cloud Identify security threats and vulnerabilities unique to the cloud Employ a cloud management system for your enterprise (private or multi-provider hybrid) cloud ecosystem Understand the challenges for becoming an IT service broker leveraging the power of the cloud

Inflection Point

As the digital economy changes the rules of the game for enterprises, the role of software and IT architects is also transforming. Rather than focus on technical decisions alone, architects and senior technologists need to combine organizational and technical knowledge to effect change in their company's structure and processes. To accomplish that, they need to connect the IT engine room to the penthouse, where the business strategy is defined. In this guide, author Gregor Hohpe shares real-world advice and hard-learned lessons from actual IT transformations. His anecdotes help architects, senior developers, and other IT professionals prepare for a more complex but rewarding role in the enterprise. This book is ideal for: Software architects and senior developers looking to shape the company's technology direction or assist in an organizational transformation Enterprise architects and senior technologists searching for practical advice on how to navigate technical and organizational topics CTOs and senior technical architects who are devising an IT strategy that impacts the way the organization works IT managers who want to learn what's worked and what hasn't in large-scale transformation

Winning the Cloud

The reputation of Rainer Maria Rilke has grown steadily since his death in 1926; today he is widely considered to be the greatest poet of the twentieth century. This Modern Library edition presents Stephen Mitchell's acclaimed translations of Rilke, which have won praise for their re-creation of the poet's rich formal music and depth of thought. "If Rilke had written in English," Denis Donoghue wrote in The New York Times Book Review, "he would have written in this English." Ahead of All Parting is an abundant selection of Rilke's lifework. It contains representative poems from his early collections The Book of Hours and The Book of Pictures; many selections from the revolutionary New Poems, which drew inspiration from Rodin and Cezanne; the hitherto little-known "Requiem for a Friend"; and a generous selection of the late uncollected poems, which constitute some of his finest work. Included too are passages from Rilke's influential novel, The Notebooks of Malte Laurids Brigge, and nine of his brilliant uncollected prose pieces. Finally, the book presents the poet's two greatest masterpieces in their entirety: the Duino Elegies and The Sonnets to Orpheus. "Rilke's voice, with its extraordinary combination of formality, power, speed and lightness, can be heard in Mr. Mitchell's versions more clearly than in any others," said W. S. Merwin. "His work is masterful."

A Seat at the Table

George Soros Ends the Speculation "The outcome [of this book] is a summing up of my life's work. . . As I finish the book, I feel I have succeeded."-George Soros from

the Preface Critical praise for Soros on Soros "If you have ever wanted to sit down for a candid conversation with a phenomenal financial success, George Soros's book provides the opportunity. You will meet a complex man and a first-rate mind."-Henry A. Kissinger "The best expert on Soros is undoubtedly George Soros! After all, who is better equipped to tell us what he really thinks and how he thinks, a matter of some importance given the fact that he has translated a remarkable personal financial success into a truly generous and historically significant effort to promote postcommunist democracy." -Zbigniew Brzezinski "The best X-ray of the mind of the master yet." -Barton M. Biggs "George Soros brings a lot more to the world of finance than the intuition and nerve of a born trader-and in Soros on Soros he's no longer bashful about telling us about it. A philosopher at heart, George attributes his success at investing to a theory of the interaction of reality and human perception. What really drives the man now, with a personal fortune beyond all personal need, is a different kind of strategic investing-investment to build in Eastern Europe the kind of open societies he came to value in his own life." -Paul A. Volcker Financial guru George Soros is one of the most colorful and intriguing figures in the financial world today. Now in Soros on Soros, readers are given their most intimate and revealing look yet into the life and mind of the one BusinessWeek dubbed, "The Man Who Moves Markets." Soros on Soros interweaves financial theory and personal reminiscence, political analysis and moral reflection to offer a compelling portrait of the world (and its markets) according to Soros. In an interview-style narrative with Byron Wien, Managing

Director at Morgan Stanley, and with German journalist Krisztina Koenen, Soros vividly describes the genesis of his brilliant financial career and shares his views on investing and global finance, politics and the emerging world order, and the responsibility of power. Speaking with remarkable candor, he traces his progress from Holocaust survivor to philosophy student, unsuccessful tobacco salesman to the world's most powerful and profitable trader and introduces us to the people and events that helped shape his character and his often controversial views. In describing the investment theories and financial strategies that have made him "a superstar among money managers" (The New York Times), Soros tells the fascinating story of the phenomenally successful Soros Fund Management and its $12 billion flagship, Quantum Fund. He also offers fresh insights into some of his most sensational wins and losses, including a firsthand account of the $1 billion he made going up against the British pound and the fortune he lost speculating on the yen. Plus: Soros's take on the devaluation of the peso and currency fluctuations internationally. He tells of the personal and professional crises that more than once threatened to destroy him and of the personal resources he drew upon to turn defeat into resounding victory. And he explains his motivations for establishing the Soros Foundation and the Open Society Institute through which he worked to build open societies in postcommunist countries in Eastern Europe and the former Soviet Union. Finally, turning his attention to international politics, Soros offers keen insights into the current state of affairs in Russia and the former communist bloc countries and analyzes the reasons behind and likely consequences of the West's

failure to properly integrate them into the free world. He also explores the crisis of the ERM and analyzes the pros and cons of investing in a number of emerging markets. Find out what makes one of the greatest financial wizards of this or any age tick. Soros on Soros is a must read for anyone interested in world finance and international policy.

The Road Ahead

Accelerating Business and Mission Success with Cloud Computing. Key Features A step-by-step guide that will practically guide you through implementing Cloud computing services effectively and efficiently. Learn to choose the most ideal Cloud service model, and adopt appropriate Cloud design considerations for your organization. Leverage Cloud computing methodologies to successfully develop a cost-effective Cloud environment successfully. Book Description Cloud adoption is a core component of digital transformation. Scaling the IT environment, making it resilient, and reducing costs are what organizations want. Architecting Cloud Computing Solutions presents and explains critical Cloud solution design considerations and technology decisions required to choose and deploy the right Cloud service and deployment models, based on your business and technology service requirements. This book starts with the fundamentals of cloud computing and its architectural concepts. It then walks you through Cloud service models (IaaS, PaaS, and SaaS), deployment models (public, private, community, and

hybrid) and implementation options (Enterprise, MSP, and CSP) to explain and describe the key considerations and challenges organizations face during cloud migration. Later, this book delves into how to leverage DevOps, Cloud-Native, and Serverless architectures in your Cloud environment and presents industry best practices for scaling your Cloud environment. Finally, this book addresses (in depth) managing essential cloud technology service components such as data storage, security controls, and disaster recovery. By the end of this book, you will have mastered all the design considerations and operational trades required to adopt Cloud services, no matter which cloud service provider you choose. What you will learn Manage changes in the digital transformation and cloud transition process Design and build architectures that support specific business cases Design, modify, and aggregate baseline cloud architectures Familiarize yourself with cloud application security and cloud computing security threats Design and architect small, medium, and large cloud computing solutions Who this book is for If you are an IT Administrator, Cloud Architect, or a Solution Architect keen to benefit from cloud adoption for your organization, then this book is for you. Small business owners, managers, or consultants will also find this book useful. No prior knowledge of Cloud computing is needed.

Cloud Atlas

INSTANT NEW YORK TIMES BESTSELLER "Thank you to Sheila Nevins for putting all

this down for posterity. Women need this kind of honest excavation of the process of living." —Meryl Streep An astonishingly frank, funny, poignant book for any woman who wishes they had someone who would say to them, "This happened to me, learn from my mistakes and my successes. Because you don't get smarter as you get older, you get braver." Sheila Nevins is the best friend you never knew you had. She is your discreet confidante you can tell any secret to, your sage mentor at work who helps you navigate the often uneven playing field, your wise sister who has "been there, done that," your hysterical girlfriend whose stories about men will make laugh until you cry. Sheila Nevins is the one person who always tells it like it is. In You Don't Look Your Age, the famed documentary producer (as President of HBO Documentary Films for over 30 years, Nevins has rightfully been credited with creating the documentary rebirth) finally steps out from behind the camera and takes her place front and center. In these pages you will read about the real life challenges of being a woman in a man's world, what it means to be a working mother, what it's like to be an older woman in a youth-obsessed culture, the sometimes changing, often sweet truth about marriages, what being a feminist really means, and that you are in good company if your adult children don't return your phone calls. So come, sit down, make yourself comfortable, (and for some of you, don't forget the damn reading glasses). You're in for a treat.

Soros on Soros

Two years in the cauldron of capitalism-"horrifying and very funny" (The Wall Street Journal) In this candid and entertaining insider's look at the most influential school in global business, Philip Delves Broughton draws on his crack reporting skills to describe his madcap years at Harvard Business School. Ahead of the Curve recounts the most edifying and surprising lessons learned in the quest for an MBA, from the ingenious chicanery of leveraging and the unlikely pleasures of accounting, to the antics of the "booze luge" and other, less savory trappings of student culture. Published during the one hundredth anniversary of Harvard Business School, this is the unflinching truth about life in the trenches of an iconic American institution.

Architecting the Cloud

NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. "The gold standard on how to use business as a platform for change at this urgent time."—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner

workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer "A guide for what every business and organization must do to thrive in this period of profound political and economic change."—Jamie Dimon, chairman and CEO of JPMorgan Chase "In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change."—Susan Wojcicki, CEO of YouTube

Holes

There are a lot of great advertising books, but none that get down in the dirt with

you quite like this one. Thomas Kemeny made a career at some of the best ad agencies in America. In this book he shows how he got in, how he's stayed in, and how you can do it too. He breaks apart how to write fun, smart, and effective copy-everything from headlines to scripts to experiential activations-giving readers a lesson on a language we all thought we already knew. This book is not a retrospective from some ad legend. It's a book that should be instantly useful for people starting out. A guide for the first few years at a place you'd actually want to work. Traditionally, advertising books have been written by people with established careers, big offices and letters like VP in their titles. They have stories from the old days when people could start in the mailroom. They are talented. That's been done. Who wants another book filled with seasoned wisdom? This is a book written by somebody still getting his bearings. Someone who has made an extraordinary number of errors in a still short career. Someone who has managed to hang onto his job despite these shortcomings.

The Great Cloud Migration

An expert guide to selecting the right cloud service model for your business Cloud computing is all the rage, allowing for the delivery of computing and storage capacity to a diverse community of end-recipients. However, before you can decide on a cloud model, you need to determine what the ideal cloud service model is for your business. Helping you cut through all the haze, Architecting the Cloud is

vendor neutral and guides you in making one of the most critical technology decisions that you will face: selecting the right cloud service model(s) based on a combination of both business and technology requirements. Guides corporations through key cloud design considerations Discusses the pros and cons of each cloud service model Highlights major design considerations in areas such as security, data privacy, logging, data storage, SLA monitoring, and more Clearly defines the services cloud providers offer for each service model and the cloud services IT must provide Arming you with the information you need to choose the right cloud service provider, Architecting the Cloud is a comprehensive guide covering everything you need to be aware of in selecting the right cloud service model for you.

You Don't Look Your Ageand Other Fairy Tales

As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring,

and managing software delivery. The Flow Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the book for you.

Architecting Cloud Computing Solutions

Build scalable and production-ready infrastructure in Amazon Web Services with CloudFormation Key Features Leverage AWS CloudFormation templates to manage your entire infrastructure Get up and running with writing your infrastructure as code and automating your environment Simplify infrastructure management and increase productivity with AWS CloudFormation Book Description DevOps and the cloud revolution have forced software engineers and operations teams to rethink how to manage infrastructures. With this AWS book, you'll understand how you can use Infrastructure as Code (IaC) to simplify IT operations and manage the modern cloud infrastructure effectively with AWS CloudFormation. This comprehensive guide will help you explore AWS CloudFormation from template structures through to developing complex and reusable infrastructure stacks. You'll then delve into validating templates, deploying stacks, and handling deployment failures. The book will also show you how to leverage AWS CodeBuild and CodePipeline to automate resource delivery and apply continuous integration and continuous delivery (CI/CD) practices to the stack. As you advance, you'll learn how to

generate templates on the fly using macros and create resources outside AWS with custom resources. Finally, you'll improve the way you manage the modern cloud in AWS by extending CloudFormation using AWS serverless application model (SAM) and AWS cloud development kit (CDK). By the end of this book, you'll have mastered all the major AWS CloudFormation concepts and be able to simplify infrastructure management. What you will learn Understand modern approaches to IaC Develop universal and reusable CloudFormation templates Discover ways to apply continuous delivery with CloudFormation Implement IaC best practices for the AWS Cloud Provision massive applications across multiple regions and accounts Automate template generation and software provisioning for AWS Extend CloudFormation with custom resources and template macros Who this book is for If you are a developer who wants to learn how to write templates, a DevOps engineer interested in deployment and orchestration, or a solutions architect looking to understand the benefits of managing infrastructure with ease, this book is for you. Prior understanding of the AWS Cloud is necessary.

Infinite Jest

Explores cloud computing, breaking down the concepts, models, mechanisms, and architectures of this technology while allowing for the financial assessment of resources and how they compare to traditional storage systems.

Ahead of All Parting

Ahead in the Cloud

Written by a practitioner for a practitioner, Transitioning The Enterprise to the Cloud: A Business Approach, focuses on identifying the costs, complexities, risks and benefits necessary to build a complete cloud sourcing strategy. The structure of this book is organized into five main parts: Part 1: Frames the conundrum the cloud presents Part 2: Provides a business perspective of the cloud Part 3: Outlines how and what to assess in your current technology environment Part 4: Suggests several potential cloud transition scenarios Part 5: Develops a cloud sourcing strategy TRANSITIONING THE ENTERPRISE TO THE CLOUD: A BUSINESS APPROACH An inconsistency exists between actual cloud adoption rates and the viewpoints and direct actions of those responsible for corporate information technology operations. On the one hand, information technology (IT) leaders generally believe the cloud more easily enables the implementation and management of technology services, from web and mobile application development to on-demand computing and storage. These leaders also appreciate the cloud's consumption-based pricing model over their current capital-intensive cost structures. Transitioning an IT operation to the cloud is expensive and risky. The transition, in turn, adds

complexity to the overall support model. And, until the transition is complete, recurring costs actually go up. As if additional costs, increasing risk, and added complexity were not enough, deciding where to start is perplexing. Furthermore, a cloud transition can be disruptive and requires structured risk planning that must take into account the appropriate pace of change for a particular company.

Cloudonomics

A gargantuan, mind-altering comedy about the Pursuit of Happiness in America set in an addicts' halfway house and a tennis academy, and featuring the most endearingly screwed-up family to come along in recent fiction, Infinite Jest explores essential questions about what entertainment is and why it has come to so dominate our lives; about how our desire for entertainment affects our need to connect with other people; and about what the pleasures we choose say about who we are. Equal parts philosophical quest and screwball comedy, Infinite Jest bends every rule of fiction without sacrificing for a moment its own entertainment value. It is an exuberant, uniquely American exploration of the passions that make us human - and one of those rare books that renew the idea of what a novel can do.

Transitioning the Enterprise to the Cloud

"Enchanting . . . An absorbing narrative of politics, ecology, and economics."--New York Times Book Review (Editor's Choice) Located between the Great Rift Valley and the Nile, the cloud forests in southwestern Ethiopia are the original home of Arabica, the most prevalent and superior of the two main species of coffee being cultivated today. Virtually unknown to European explorers, the Kafa region was essentially off-limits to foreigners well into the twentieth century, which allowed the world's original coffee culture to develop in virtual isolation in the forests where the Kafa people continue to forage for wild coffee berries. Deftly blending in the long, fascinating history of our favorite drink, award-winning author Jeff Koehler takes readers from these forest beginnings along the spectacular journey of its spread around the globe. With cafés on virtually every corner of every town in the world, coffee has never been so popular--nor tasted so good. Yet diseases and climate change are battering production in Latin America, where 85 percent of Arabica grows. As the industry tries to safeguard the species' future, breeders are returning to the original coffee forests, which are under threat and swiftly shrinking. "The forests around Kafa are not important just because they are the origin of a drink that means so much to so many," writes Koehler. "They are important because deep in their shady understory lies a key to saving the faltering coffee industry. They hold not just the past but also the future of coffee." "A must-read for coffee enthusiasts."--Smithsonian (Best of the Year) "Reads like an engaging multimystery detective novel."--Wall Street Journal "Fascinating . . . How a local crop transformed into a global commodity."--Real Simple (Best of the

Month) Coffee is one of the largest and most valuable commodities in the world. This is the story of its origins, its history, and the threat to its future, by the IACP Award–winning author of Darjeeling.

Sun Performance and Tuning

This book is an indispensable reference for developers and administrators who want to maximize the performance of their Sun systems. Revised and updated to cover the latest SPARC and software release (including Solaris 2.6). This book presents a collaboration of configuration and performance information not available anywhere else.

Head in the Cloud

By the New York Times bestselling author of The Bone Clocks | Shortlisted for the Man Booker Prize A postmodern visionary and one of the leading voices in twenty-first-century fiction, David Mitchell combines flat-out adventure, a Nabokovian love of puzzles, a keen eye for character, and a taste for mind-bending, philosophical and scientific speculation in the tradition of Umberto Eco, Haruki Murakami, and Philip K. Dick. The result is brilliantly original fiction as profound as it is playful. In this groundbreaking novel, an influential favorite among a new generation of

writers, Mitchell explores with daring artistry fundamental questions of reality and identity. Cloud Atlas begins in 1850 with Adam Ewing, an American notary voyaging from the Chatham Isles to his home in California. Along the way, Ewing is befriended by a physician, Dr. Goose, who begins to treat him for a rare species of brain parasite. . . . Abruptly, the action jumps to Belgium in 1931, where Robert Frobisher, a disinherited bisexual composer, contrives his way into the household of an infirm maestro who has a beguiling wife and a nubile daughter. . . . From there we jump to the West Coast in the 1970s and a troubled reporter named Luisa Rey, who stumbles upon a web of corporate greed and murder that threatens to claim her life. . . . And onward, with dazzling virtuosity, to an inglorious present-day England; to a Korean superstate of the near future where neocapitalism has run amok; and, finally, to a postapocalyptic Iron Age Hawaii in the last days of history. But the story doesn't end even there. The narrative then boomerangs back through centuries and space, returning by the same route, in reverse, to its starting point. Along the way, Mitchell reveals how his disparate characters connect, how their fates intertwine, and how their souls drift across time like clouds across the sky. As wild as a videogame, as mysterious as a Zen koan, Cloud Atlas is an unforgettable tour de force that, like its incomparable author, has transcended its cult classic status to become a worldwide phenomenon. Praise for Cloud Atlas "[David] Mitchell is, clearly, a genius. He writes as though at the helm of some perpetual dream machine, can evidently do anything, and his ambition is written in magma across this novel's every page."—The New York Times Book Review "One of those how-

the-holy-hell-did-he-do-it? modern classics that no doubt is—and should be—read by any student of contemporary literature."—Dave Eggers "Wildly entertaining . . . a head rush, both action-packed and chillingly ruminative."—People "The novel as series of nested dolls or Chinese boxes, a puzzle-book, and yet—not just dazzling, amusing, or clever but heartbreaking and passionate, too. I've never read anything quite like it, and I'm grateful to have lived, for a while, in all its many worlds."—Michael Chabon "Cloud Atlas ought to make [Mitchell] famous on both sides of the Atlantic as a writer whose fearlessness is matched by his talent."—The Washington Post Book World "Thrilling . . . One of the biggest joys in Cloud Atlas is watching Mitchell sashay from genre to genre without a hitch in his dance step."—Boston Sunday Globe "Grand and elaborate . . . [Mitchell] creates a world and language at once foreign and strange, yet strikingly familiar and intimate."—Los Angeles Times From the Hardcover edition.

Romantic Things

The high-tech world moves at lightning speed. To sell in that world, you need to be even faster. What do you do when everyone around you - your customers, your co-workers, and even your support teams - tells you NO! How do you change that NO to a YES so that you can help fundamentally transform your customer's business and make it better than it was before? Selling high-tech is not for the faint of heart. Climb the peaks and wallow in the valleys as Trong Nguyen tells you eighteen real-

life stories of selling to the most complex global corporations and changing the cloud business at Microsoft. Part art, part science, Trong walks you through winning at the highest levels and how to close that game-changing deal. Learn real-world tips, tricks and strategies for selling the cloud to the world's largest corporations. Hang on tight for a wild ride!

Ahead of the Curve

The Business-IT Wall Must Come Down. With A Seat at the Table, thought leader Mark Schwartz pulled out a chair for CIOs at the C-suite table. Now Mark brings his unique perspective and experience to business leaders looking to lead their company into the digital age by harnessing the expertise and innovation that is already under their roof: IT. In the war for business supremacy, Schwartz shows we must throw out the old management models and stereotypes that pit suits against nerds. Instead, business leaders of today can foster a space of collaboration and shared mission, a space that puts technologists and business people on the same team. For business leaders looking to unlock their enterprise's digital transformation, War and Peace and IT provides clear context and strategies. Schwartz demystifies the role IT plays in the modern enterprise, allowing business leaders to create new strategies for the new digital battleground. It is time to change not only the enterprise's relationship with technology, but its relationship with technologists. To accelerate, enterprises must bring technology to the heart of

their work, for just as technology is causing this disruption, it is technology that provides the solution. Unlike Napoleon, it is time for business leaders to come down from the hill atop the Battle of Borodino and enter the fray with the technologists, for that is where the war will be won or lost.

Trailblazer

Despite many uncertainties in cloud computing, one truth is evident: costs will always tend to go up unless you're actively engaged in the process. Whether you're new to managing cloud spend or a seasoned pro, this book will clarify the often misunderstood workings of cloud billing fundamentals and provide expert strategies on creating a culture of cloud cost management in your organization. Drawing on real-world examples of successes and failures of large-scale cloud spenders, this book outlines a road map for building a culture of FinOps in your organization. Beginning with the fundamental concepts required to understand cloud billing concepts, you'll learn how to enable an efficient and effective FinOps machine. Learn how the cloud works when it comes to financial management Set up a FinOps team and build a framework for making spend efficiency a priority Examine the anatomy of a cloud bill and learn how to manage it Get operational recipes for maximizing cloud efficiency Understand how to motivate engineering teams to take cost-saving actions Explore the FinOps lifecycle: Inform, Optimize, and Operate Learn the DNA of a highly functional cloud FinOps culture

Where the Wild Coffee Grows

A New York Times Best Seller A February IndieNext Pick Named A Most Anticipated Book of 2019 by Buzzfeed, Nylon, The A. V. Club, CBC Books, and The Rumpus. And a Winter's Most Anticipated Book by Vanity Fair and The Week Starred Reviews: Kirkus and Booklist "Warm, immediate and intensely personal."—New York Times How does one pay homage to A Tribe Called Quest? The seminal rap group brought jazz into the genre, resurrecting timeless rhythms to create masterpieces such as The Low End Theory and Midnight Marauders. Seventeen years after their last album, they resurrected themselves with an intense, socially conscious record, We Got It from Here . . . Thank You 4 Your Service, which arrived when fans needed it most, in the aftermath of the 2016 election. Poet and essayist Hanif Abdurraqib digs into the group's history and draws from his own experience to reflect on how its distinctive sound resonated among fans like himself. The result is as ambitious and genre-bending as the rap group itself. Abdurraqib traces the Tribe's creative career, from their early days as part of the Afrocentric rap collective known as the Native Tongues, through their first three classic albums, to their eventual breakup and long hiatus. Their work is placed in the context of the broader rap landscape of the 1990s, one upended by sampling laws that forced a reinvention in production methods, the East Coast–West Coast rivalry that threatened to destroy the genre, and some record labels' shift from focusing on groups to individual MCs. Throughout the narrative Abdurraqib connects the music and cultural history to

their street-level impact. Whether he's remembering The Source magazine cover announcing the Tribe's 1998 breakup or writing personal letters to the group after bandmate Phife Dawg's death, Abdurraqib seeks the deeper truths of A Tribe Called Quest; truths that—like the low end, the bass—are not simply heard in the head, but felt in the chest.

Go Ahead in the Rain

The ultimate guide to assessing and exploiting the customervalue and revenue potential of the Cloud A new business model is sweeping the world—the Cloud. And,as with any new technology, there is a great deal of fear,uncertainty, and doubt surrounding cloud computing.Cloudonomics radically upends the conventional wisdom,clearly explains the underlying principles and illustrates throughunderstandable examples how Cloud computing can create compellingvalue—whether you are a customer, a provider, a strategist,or an investor. Cloudonomics covers everything you need toconsider for the delivery of business solutions, opportunities, andcustomer satisfaction through the Cloud, so you can understandit—and put it to work for your business. Cloudonomicsalso delivers insight into when to avoid the cloud, and why. Quantifies how customers, users, and cloud providers cancollaborate to create win-wins Reveals how to use the Laws of Cloudonomics to define strategyand guide implementation Explains the probable evolution of cloud businesses andecosystems Demolishes the

conventional wisdom on cloud usage, IT spend,community clouds, and the enterprise-provider cloud balance Whether you're ready for it or not, Cloud computing is here tostay. Cloudonomics provides deep insights into the businessvalue of the Cloud for executives, practitioners, and strategistsin virtually any industry—not just technology executives butalso those in the marketing, operations, economics, venturecapital, and financial fields.

Briggs

"Do you really understand what business value is? Information technology can and should deliver business value. But the Agile literature has paid scant attention to what business value means—and how to know whether or not you are delivering it. This problem becomes ever more critical as you push value delivery toward autonomous teams and away from requirements "tossed over the wall" by business stakeholders. An empowered team needs to understand its goal! Playful and thought-provoking, The Art of Business Value explores what business value means, why it matters, and how it should affect your software development and delivery practices. More than any other IT delivery approach, DevOps (and Agile thinking in general) makes business value a central concern. This book examines the role of business value in software and makes a compelling case for why a clear understanding of business value will change the way you deliver software. This book will make you think deeply about not only what it means to deliver value but

also the relationship of the IT organization to the rest of the enterprise. It will give you the language to discuss value with the business, methods to cut through bureaucracy and strategies for incorporating Agile teams and culture into the enterprise. Most of all, this book will startle you into new ways of thinking about the cutting-edge of Agile practice and where it may lead."

Junior

Learn Everything You Can From Every Type of Boss Managers come in all varieties, and unfortunately you don't get to choose your preference. Too often, we find ourselves working for people who are tough to work for, difficult to "decode," or brilliant but inaccessible. Managing Your Manager is the answer to dealing with a problematic supervisor. Placing manager "types" into real-world categories--from the Bully, Scientist, and Star to the Geek, Parent, and Con Artist--it provides everything you need to make your work life more satisfying and productive. Managing Your Manager gives you the tools to: Categorize your boss based on telling traits Create a solid working relationship Avoid common pitfalls associated with certain types Become a strong leader based on lessons learned from various bosses Managers of all types can provide invaluable learning experiences that can enhance your career. Managing Your Manager empowers you with the knowledge, skills, and savvy for dealing with any type of boss and excelling in your job.

Into Thin Air

When Jon Krakauer reached the summit of Mt. Everest in the early afternoon of May 10,1996, he hadn't slept in fifty-seven hours and was reeling from the brain-altering effects of oxygen depletion. As he turned to begin the perilous descent from 29,028 feet (roughly the cruising altitude of an Airbus jetliner), twenty other climbers were still pushing doggedly to the top, unaware that the sky had begun to roil with clouds Into Thin Air is the definitive account of the deadliest season in the history of Everest by the acclaimed Outside journalist and author of the bestselling Into the Wild. Taking the reader step by step from Katmandu to the mountain's deadly pinnacle, Krakauer has his readers shaking on the edge of their seat. Beyond the terrors of this account, however, he also peers deeply into the myth of the world's tallest mountain. What is is about Everest that has compelled so many poeple--including himself--to throw caution to the wind, ignore the concerns of loved ones, and willingly subject themselves to such risk, hardship, and expense? Written with emotional clarity and supported by his unimpeachable reporting, Krakauer's eyewitness account of what happened on the roof of the world is a singular achievement. From the Paperback edition.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION