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The E-Myth Real Estate Brokerage: Why Most Real Estate Brokerage Firms Don't Work and What to Do about It
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The Illusion of Free Markets
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World Development Report 1978
The Most Successful Small Business in The World
The Mysterious Stranger
The E-Myth Revisited
Story-Based Inquiry: A Manual for Investigative Journalists
Own the A.I. Revolution: Unlock Your Artificial Intelligence

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Strategy to Disrupt Your Competition Prison by Any Other Name

The E-Myth Real Estate Brokerage: Why Most Real Estate Brokerage Firms Don't Work and What to Do about It

Leading a veterinary practice can seem like a daunting task, with too few hours in the day, too many petty management issues, and problems veterinarians at large practices don't seem to face. The E-Myth Veterinarian offers you a road map to create a veterinary practice that's self-sufficient, growing, and highly profitable. Take your practice to levels you didn't think possible with this unique guide!

The E-Myth Bookkeeper

Running a successful HVAC company is a juggling act. You need expertise in your area of HVAC to provide services to clients. You also need the know-how to run a small business.

The Illusion of Free Markets

“No business author has touched me as deeply as Michael Gerber has.” —Jack

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Canfield, co-creator of the Chicken Soup for the Soul bestselling book series The legendary Michael Gerber—founder of E-Myth Worldwide and author of such multi-million copy bestselling classics as The E-Myth Revisited and E-Myth Mastery—shows you how to go from dreaming about having your own business to actually doing it in *Awakening the Entrepreneur Within*. A highly in-demand keynote speaker whose company boasts over 52,000 business clients in 145 countries, Michael Gerber is THE name in small business—and now he demonstrates “How Ordinary People Can Create Extraordinary Companies.” Making your dreams real is the first step to creating a successful business—and Gerber’s *Awakening the Entrepreneur Within* provides the key.

The E-Myth Veterinarian

Let My People Go Surfing

Leading a bookkeeping practice can seem like a daunting task, with too few hours in the day, too many petty management issues, and problems bookkeepers in large practices don't seem to face. The E-Myth Bookkeeper offers you a road map to create a bookkeeping business that's self-sufficient, growing, and highly profitable. Take your business to levels you didn't think possible with this unique

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guide!

E-Myth Mastery: Book Review

Michael E. Gerber, bestselling author of *The E-Myth Revisited* shares his powerful insights to lead independent physicians to successful practices and enriched lives. Michael Gerber has dedicated much of his professional life to the study of entrepreneurship and business dynamics. His E-Myth Academy is renown in the entrepreneurial world for its business insight and guidance as well as its inspirational advice. In *The E-Myth Physician*, bestselling author Gerber returns to his roots in order to provide indispensable advice to doctors who own and run their own practices. Gerber provides excellent business insights into topics such as streamlining systems, effective small-business management practices, healthy patient relations and managing cash flow, all with the goal of freeing physicians from the daily grind of running a business and leading them to a happier and more productive life while doing the job they love - practising medicine.

Summary of the E-myth Revisited

In this newly revised 10th anniversary edition, Yvon Chouinard--legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.--shares the

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persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, *Let My People Go Surfing* is the story of a man who brought doing good and having grand adventures into the heart of his business life—a book that will deeply affect entrepreneurs and outdoor enthusiasts alike. "This is the story of an attempt to do more than change a single corporation—it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis." --From the Foreword by Naomi Klein, bestselling author of *This Changes Everything* From the Trade Paperback edition.

The Pumpkin Plan

Harcourt argues that the way we think about markets has distorted the way we think about criminal justice, to the detriment of both spheres. He calls to task the conceptualization of market exchange as “free” and “natural,” an idea he traces back to the 18th-century French Physiocrats, and finds reinforced in modern neoliberal theory. This “illusion” continues to contribute to the expansion of American penalty, as those who bypass the natural order of the market system are subject to policing and punishment by a government whose primary purpose is to protect the unfettered operation of capitalism.

The E-myth Optometrist

Master the art of fully living, one life goal at a time. Do you want to experience your one life--your whole life--to its fullest measure? In this stirring book, author, blogger and lifestyle entrepreneur, Tal Gur offers his own transformational journey as an inspiring example and practical guide to implementing the art of fully living. You'll learn how to actualize your potential by forging all aspects of your life through the process built into your life goals. The very structure of this book models Tal's immersive approach to goal-driven living: each chapter of *The Art of Fully Living* is dedicated to a year of focus--socializing, fitness, freedom, contribution, love, adventure, wealth, relationship, spirituality, and creativity--and follows Tal's endeavors as he works toward fulfilling 100 life goals in only 10 years. This daunting ambition, springing from one late-night conversation among friends and a gnawing discontentment within the typical "success" story, becomes extremely relatable through Tal's bold storytelling; what's more, the deep lessons learned become immediately applicable for your own purposes as Tal thoughtfully extracts the actionable wisdom from his own experiences to articulate the principles and techniques of "the art of fully living." *The Art of Fully Living* takes you along the exhilarating ride of Tal's journey while illuminating your own possible life-goal trajectory: as Tal relates how he socialized nonstop in vibrant Melbourne to master English and trained intensively to complete Ironman New Zealand and practice ancient Thai martial arts, you'll learn how to apply immersion to achieve your own

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life goals; as Tal describes how he eliminated his crushing student debt in one year and attained financial and location independence, you'll learn how to simplify your life, recognize your own present wealth, and turn your passions into a living; and as Tal animates his experiences learning to surf and salsa, to drum in a troupe and compose electronic music, and to write this very book, you'll learn how to let your intuition be your guide, reveal your authentic core, and achieve flow--among the myriad other adventures and take-aways that fill this book. Tal not only introduces the idea that the art of fully living is another skill to master but also guides you through honing this skill with chapter lessons and actionable key takeaways. Once you discover "the art of fully living," there is no going back; it will feel unacceptable to settle for less than your dreams--and what's more, you'll dream even more wildly, aspiring to action with greater clarity of purpose, broader horizons of possibility, and holistic vision across all areas of your life. This book is especially for you if you find yourself frustrated often, feeling low, or if you're struggling while asking yourself "What do I REALLY want?" You will discover how to leverage your strengths to achieve your dreams. You will know what it means to be truly free. You will be fulfilled by the path you have chosen to take from this point on. Can you imagine what the world would be like if everyone discovered and did what made them feel FULLY alive? Your dreams are your dreams for a reason; they are rooted in your deepest understanding of who you want and can become. It's up to you to follow though, to trust in your vision enough to persist until it becomes a reality, part of the world and part of who you are becoming. Your inspiration is

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meant to be, and you can make it so through the "art of fully living." Follow this inspirational journey and master the art of fully living by scrolling up and clicking the BUY NOW button at the top of this page

50 Prosperity Classics

These puzzles are so good they've earned the seal of approval from the NAVH (National Association for the Visually Handicapped). Now crossword lovers with less than perfect sight can enjoy their favorite pastime. Each of these puzzles-125 in each book-takes up two full pages, and has large word type and generously sized grids with easy-to-see numbering. They challenge the brain, not the eyes.

The E-Myth Enterprise: Book Review

But Father Peter took no stock in the astrologer. He denounced him openly as a charlatan-a fraud with no valuable knowledge of any kind, or powers beyond those of an ordinary and rather inferior human being, which naturally made the astrologer hate Father Peter and wish to ruin him. It was the astrologer, as we all believed, who originated the story about Father Peter's shocking remark and carried it to the bishop. It was said that Father Peter had made the remark to his niece, Marget, though Marget denied it and implored the bishop to believe her and

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spare her old uncle from poverty and disgrace. But the bishop wouldn't listen. He suspended Father Peter indefinitely, though he wouldn't go so far as to excommunicate him on the evidence of only one witness; and now Father Peter had been out a couple of years, and our other priest, Father Adolf, had his flock. Those had been hard years for the old priest and Marget. They had been favorites, but of course that changed when they came under the shadow of the bishop's frown. Many of their friends fell away entirely, and the rest became cool and distant.

The E-Myth HVAC Contractor: Why Most HVAC Companies Don't Work and What to Do About It

The global race for talent is on, with countries and businesses competing for the best and brightest. Talented individuals migrate much more frequently than the general population, and the United States has received exceptional inflows of human capital. This foreign talent has transformed U.S. science and engineering, reshaped the economy, and influenced society at large. But America is bogged down in thorny debates on immigration policy, and the world around the United States is rapidly catching up, especially China and India. The future is quite uncertain, and the global talent puzzle deserves close examination. To do this, William R. Kerr uniquely combines insights and lessons from business practice,

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government policy, and individual decision making. Examining popular ideas that have taken hold and synthesizing rigorous research across fields such as entrepreneurship and innovation, regional advantage, and economic policy, Kerr gives voice to data and ideas that should drive the next wave of policy and business practice. The Gift of Global Talent deftly transports readers from joyous celebrations at the Nobel Prize ceremony to angry airport protests against the Trump administration's travel ban. It explores why talented migration drives the knowledge economy, describes how universities and firms govern skilled admissions, explains the controversies of the H-1B visa used by firms like Google and Apple, and discusses the economic inequalities and superstar firms that global talent flows produce. The United States has been the steward of a global gift, and this book explains the huge leadership decision it now faces and how it can become even more competitive for attracting tomorrow's talent. Please click here to learn more about the book.

Summary: The E-Myth Enterprise

More than three decades after its first publication, Edward Said's groundbreaking critique of the West's historical, cultural, and political perceptions of the East has become a modern classic. In this wide-ranging, intellectually vigorous study, Said traces the origins of "orientalism" to the centuries-long period during which Europe dominated the Middle and Near East and, from its position of power, defined "the

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orient" simply as "other than" the occident. This entrenched view continues to dominate western ideas and, because it does not allow the East to represent itself, prevents true understanding. Essential, and still eye-opening, Orientalism remains one of the most important books written about our divided world. From the Trade Paperback edition.

The E-Myth Physician

This first report deals with some of the major development issues confronting the developing countries and explores the relationship of the major trends in the international economy to them. It is designed to help clarify some of the linkages between the international economy and domestic strategies in the developing countries against the background of growing interdependence and increasing complexity in the world economy. It assesses the prospects for progress in accelerating growth and alleviating poverty, and identifies some of the major policy issues which will affect these prospects.

The E-Myth Real Estate Agent: Why Most Real Estate Businesses Don't Work and What to Do About It

Turn your company into a world-class operation with E-Myth Mastery! Building on

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the phenomenal success of the E-Myth Revisited, bestselling author Michael Gerber presents the next step in his program, E-Myth Mastery. A practical, real-world program that is implemented real-time into your business, Gerber begins by engaging the reader in understanding why the entrepreneur is so critical to the success of any enterprise and why the mindset of an entrepreneur is so integral to the operating reality of the enterprise. He then covers seven essential skills: Leadership, Marketing, Money, Management, Lead Conversion, Lead Generation and Client Fulfilment. Each of these seven skills is presented through a specific training module with corresponding tests and exercises that explain the content and principles to be learned, provide case studies and examples, as well as worksheets for applying those ideas to the business. E-Myth Mastery is a business development program that helps you turn your company into a world-class operation into a turn-key money machine!

Orientalism

With The E-Myth Contractor, Michael E. Gerber launches a series of books that apply the E-Myth to specific types of small businesses. The first is aimed at contractors. This book reveals a radical new mind-set that will free contractors from the tyranny of an unprofitable, unproductive routine. With specific tips on topics as crucial as planning, money and personnel management, The E-Myth Contractor teaches readers how to: Implement the ingenious turnkey system of

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management—a means of creating a business prototype that reflects the business owner's unique set of talents and replicating and distributing them among employees and customers. Recognise and manage the four forms of money—income, profit, flow and equity. Harness the power of change to expand the company. The book also provides help on a larger level, leading readers towards becoming business visionaries by relinquishing tactical work and embracing strategic work, by letting go to gain control. Once put into action, Gerber's revolutionary ideas promise not only to help contractors build successful businesses, but successful lives as well.

The Lean Startup

Named one of the best books of 2013 by the 'Financial Times', 'Huffington Post' and 'Forbes', this debate-shifting book debunks the myth of the State as a static bureaucratic organization only needed to 'fix' market failures, leaving dynamic entrepreneurship and innovation to the private sector. Case studies ranging from the innovations that make the iPhone so 'smart' to the current developments in clean technology reveal the reality, whereby the private sector only invests after the entrepreneurial State has made the bold, high-risk investments.

The Entrepreneurial State

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The bestselling author of phenomenally successful and continually vital *The E-Myth Revisited* presents the next big step in entrepreneurial management and leadership with *E-Myth Mastery*. A practical, real-world program that is implemented real-time into your business, Gerber begins by engaging the reader in understanding why the entrepreneur is so critical to the success of any enterprise, no matter how small or large it may be, and why the mindset of an entrepreneur is so integral to the operating reality of the organization, of the small business, and the enterprise. He then covers seven essential skills: Leadership Marketing Money Management Lead Conversion Lead Generation Client Fulfilment Each of these seven skills is presented through a specific training module with corresponding tests and exercises that explain the content and principles to be learned, provide case studies and examples, as well as worksheets for applying those ideas to the business. Gerber ties it all together by helping readers put the pieces together in an E-Myth Business, an E-Myth Practice and an E-Myth Enterprise. This is the book that will show you the difference between being an entrepreneur versus doing a job, how to get money when the bank won't give it to you, how to expand your customer base when big business moves in down the street, how to develop the best people when you can't afford to pay them competitive wages, how to increase the predictability of what your business is able to promise, and then how to keep that promise, every single time, no matter where you are or what you're doing. *Mastery* is a business development program that helps you turn your company into a world-class operation into a turn-key money

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machine!

The Gift of Global Talent

The E-Myth Revisited - A Complete Summary! The E-Myth Revisited is a book about important aspects of starting a business written by Michael E. Gerber. Some of these aspects are the phases of business, and the importance of the roles of the entrepreneur, manager, and technician. Moreover, the author writes about how these three roles are interconnected and how this is necessary for a business to succeed. Most business people only focus on one role. They don't realize that business can be greatly improved when these roles are combined. In this book, Gerber describes, from his own point of view, what it takes for a business to succeed. This book is a useful manual for anyone who is starting or running a business. The E-Myth Revisited is book filled with advice, definitions, and explanations all intended for business-people who are looking to improve their businesses. After our short introduction to the book, we will present a short summary, which is the main part of our entire guide. After the summary, we will have an analysis of the book, a short quiz (with answers on the next page) and a conclusion at the very end. So, let's get started. Here Is A Preview Of What You Will Get: - A summarized version of the book. - You will find the book analyzed to further strengthen your knowledge. - Fun multiple choice quizzes, along with answers to help you learn about the book. -Get a copy, and learn everything about

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The E-Myth Revisited

The E-Myth Landscape Contractor

Disrupt your industry, boost profitability, and grow your business with a powerful A.I. strategy. Artificial Intelligence (A.I.) is on the verge of disrupting every domain of human existence. What does that mean for your business? Everything. Building on the power of A.I. is the factor that will determine success or failure in the very near future—and this in-depth guide from the man who designed the A.I. system that famously won Jeopardy provides everything you need to be a leader in this revolution. Own the A.I. Revolution provides a future-forward look at A.I.—how it will look in the coming years, the countless business opportunities it will offer, the risks that come with it—and delivers the knowledge you need to navigate it all in real and practical ways. You'll learn how to:

- Find the right off-the-shelf A.I. solutions for your needs
- Perform a cost/benefit analysis of implementing A.I. into your business strategy
- Train and test A.I. before fully committing
- Assemble superior teams to steer your A.I. future
- Ensure you remain current and ahead of the curve

You'll also find interviews with today's top experts and A.I. thought leaders on the exciting ways organizations are already transforming themselves through this revolutionary technology. A.I. sounds scary to some, but the best business leaders see it as an opportunity—as a way not only to drive profits and outpace the competition, but to build value for customers and make the world a

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better place. It's time to face our brave new A.I.-driven world—and make sure you Own the A.I. Revolution!

Awakening the Entrepreneur Within

Find out through landmark titles how creating wealth can lead to fulfilling your personal potential and gaining peace of mind.

The E-Myth Manager

An instant classic, this revised and updated edition of the phenomenal bestseller dispels the myths about starting your own business. Small business consultant and author Michael E. Gerber, with sharp insight gained from years of experience, points out how common assumptions, expectations, and even technical expertise can get in the way of running a successful business. Gerber walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. The E-Myth Revisited will help you grow your business in a productive,

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assured way.

Crosswords

More than ten years after his first bestselling book, *The E-Myth*, changed the lives of hundreds of thousands of small business owners, Michael Gerber—entrepreneur, author, and speaker extraordinaire—res the next salvo in his highly successful *E-Myth Revolution*. Drawing on lessons learned from working with more than 15,000 small, medium-sized, and very large organisations, Gerber has discovered the truth behind why management doesn't work and what to do about it. Unearthing the arbitrary origins of commonly held doctrines such as the omniscience of leader (Emperor) and the most widely embraced myth of all—the *E-Myth Manager* offers a fresh, provocative alternative to management as we know it. It explores why every manager must take charge of his own life, reconcile his own personal vision with that of the organisation, and develop an entrepreneurial mind-set to achieve true success.

E-Myth Mastery

The must-read summary of Michael Gerber's book: "*The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business*". This complete summary of the ideas

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from Michael Gerber's book "The E-Myth Enterprise" shows how you can take a great idea and turn it into a thriving and enduring business by meeting two absolute requirements: satisfying your influencers and meeting preferences. In his book, the author explains the importance of doing each of these things and how you can design a strategy for meeting these requirements. This summary is a must-read for anyone who thinks they may have a great idea and wants to start making money from it. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The E-Myth Enterprise" and find out how you can turn your dreams into a reality.

E-Myth Mastery: the Seven Essential Disciplines for Building a World Class Company

Details three essential components a business needs to survive developmental growing pains, leads entrepreneurs through seven steps to success, and teaches how to revive a dying business

The E-Myth Enterprise

The complete guide to the business of running a successful legal practice Many attorneys in small and mid-size practices are experts on the law, but may not have

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considered their practice as much from a business perspective. Michael Gerber's The E-Myth Attorney fills this void, giving you powerful advice on everything you need to run your practice as a successful business, allowing you to achieve your goals and grow your practice. Featuring Gerber's signature easy-to-understand, easy-to-implement style, The E-Myth Attorney features: A complete start-up guide you can use to get your practice off the ground quickly, as well as comprehensive action steps for maximizing the performance of an existing practice Industry specific advice from two recognized legal experts that have developed a highly successful legal practice using Gerber's principles Gerber's universal appeal as a recognized expert on small businesses who has coached, taught, and trained over 60,000 small businesses The E-Myth Attorney is the last guide you'll ever need to make the difference in building or developing your successful legal practice.

The E-Myth Attorney

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you

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can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

The E-Myth Insurance Store

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of “sell it—do it, sell it—do it” that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just

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to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

The E-Myth Contractor

The E-myth, why Most Businesses Don't Work and what to Do about it

The End of the Myth

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This book is two things: the product of my lifelong work conceiving, developing, and growing the E-Myth way into a business model that has been applied to every imaginable kind of company in the world, as well as a product of Tony's extraordinary experience and success in applying the E-Myth to the development of his equally extraordinary enterprise, Super Lawn Technologies, Inc.

Built to Sell

The Art of Fully Living: 1 Man. 10 Years. 100 Life Goals Around the World.

A crucial indictment of widely embraced “alternatives to incarceration” that exposes how many of these new approaches actually widen the net of punishment and surveillance “But what does it mean—really—to celebrate reforms that convert your home into your prison?” —Michelle Alexander, from the foreword Electronic monitoring. Locked-down drug treatment centers. House arrest. Mandated psychiatric treatment. Data-driven surveillance. Extended probation. These are some of the key alternatives held up as cost-effective substitutes for jails and prisons. But many of these so-called reforms actually widen the net, weaving in new strands of punishment and control, and bringing new populations, who would

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not otherwise have been subject to imprisonment, under physical control by the state. As mainstream public opinion has begun to turn against mass incarceration, political figures on both sides of the spectrum are pushing for reform. But—though they're promoted as steps to confront high rates of imprisonment—many of these measures are transforming our homes and communities into prisons instead. In *Prison by Any Other Name*, activist journalists Maya Schenwar and Victoria Law reveal the way the kinder, gentler narrative of reform can obscure agendas of social control and challenge us to question the ways we replicate the status quo when pursuing change. A foreword by Michelle Alexander situates the book in the context of criminal justice reform conversations. Finally, the book offers a bolder vision for truly alternative justice practices.

World Development Report 1978

WINNER OF THE PULITZER PRIZE A new and eye-opening interpretation of the meaning of the frontier, from early westward expansion to Trump's border wall. Ever since this nation's inception, the idea of an open and ever-expanding frontier has been central to American identity. Symbolizing a future of endless promise, it was the foundation of the United States' belief in itself as an exceptional nation – democratic, individualistic, forward-looking. Today, though, America has a new symbol: the border wall. In *The End of the Myth*, acclaimed historian Greg Grandin explores the meaning of the frontier throughout the full sweep of U.S. history –

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from the American Revolution to the War of 1898, the New Deal to the election of 2016. For centuries, he shows, America's constant expansion – fighting wars and opening markets – served as a “gate of escape,” helping to deflect domestic political and economic conflicts outward. But this deflection meant that the country's problems, from racism to inequality, were never confronted directly. And now, the combined catastrophe of the 2008 financial meltdown and our unwinnable wars in the Middle East have slammed this gate shut, bringing political passions that had long been directed elsewhere back home. It is this new reality, Grandin says, that explains the rise of reactionary populism and racist nationalism, the extreme anger and polarization that catapulted Trump to the presidency. The border wall may or may not be built, but it will survive as a rallying point, an allegorical tombstone marking the end of American exceptionalism.

The Most Successful Small Business in The World

The Mysterious Stranger

A unique guide for the crucial start-up phase of a business So much attention goes to business practice and operation, yet the majority of ventures still fail. One area often overlooked is preparation. Too few entrepreneurs ask themselves, what are

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you supposed to do before you start your start-up? The Most Successful Small Business in The World gives you Michael E. Gerber's unique approach to thinking about the meaning of your company by applying his ten critical steps; a process you must go through long before you ever open your door. With these simple principles, based on expert Michael Gerber's years spent helping countless entrepreneurs, you'll take the essential first steps to lay the groundwork for building what Michael E. Gerber calls The Most Successful Small Business In the World! Author Michael Gerber has coached, taught, or trained more than 60,000 small businesses in 145 countries Free Webinar with Gerber for book purchasers Gerber's Ten Principles cover everything from defining the meaning of your company, teaching you how to think about systems, the importance of differentiation, perfecting the people within your business, acquiring clients, and more If you're ready to make your business dream more than just a reality, and resolve to do something bigger than you ever imagined, The Most Successful Small Business In The World will provide you with a stunningly original process for thinking yourself through it. Yes, you too can create The Most Successful Small Business In The World Michael E. Gerber will show you exactly how to do it.

The E-Myth Revisited

“This excellent book is a must-read for current and aspiring entrepreneurs.”
—Booklist Discover how to turn a great idea into a thriving business with The E-

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