



recovery. As disaster stared them in the face, the management of LEGO embarked on an audacious and innovative plan to turn their fortunes around, and then painstakingly implemented it. Today, the company is riding high once again, and enjoying results that are the envy of their competitors. Granted unprecedented access to every part of the LEGO Group, David Robertson not only charts each twist in the company’s story but explains precisely what went wrong and how it was fixed. His clear-sighted analysis will prove invaluable to all those who want to understand how companies can not only ride the storm of change, but benefit from it.

**Netflix Recommends** Mattias Frey 2021-10-05 Algorithmic recommender systems, deployed by media companies to suggest content based on users’ viewing histories, have inspired hopes for personalized, curated media but also dire warnings of filter bubbles and media homogeneity. Curiously, both proponents and detractors assume that recommender systems for choosing films and series are novel, effective, and widely used. Scrutinizing the world’s most subscribed streaming service, Netflix, this book challenges that consensus. Investigating real-life users, marketing rhetoric, technical processes, business models, and historical antecedents, Mattias Frey demonstrates that these choice aids are neither as revolutionary nor as alarming as their celebrants and critics maintain—and neither as trusted nor as widely used. Netflix Recommends brings to light the constellations of sources that real viewers use to choose films and series in the digital age and argues that although some lament AI’s hostile takeover of humanistic cultures, the thirst for filters, curators, and critics is stronger than ever.

**The Age of Netflix** Cory Barker 2017-09-12 In 2016, Netflix—with an already enormous footprint in the United States—expanded its online streaming video service to 130 new countries, adding more than 12 million subscribers in nine months and bringing its total to 87 million. The effectiveness of Netflix’s content management lies in its ability to appeal to a vastly disparate global viewership without a unified cache of content. Instead, the company invests in buying or developing myriad programming and uses sophisticated algorithms to “narrowcast” to micro-targeted audience groups. In this collection of new essays, contributors explore how Netflix has become a cultural institution and transformed the way we consume popular media.

**Toy Time!** Christopher Byrne 2013-10-08 What was your favorite childhood toy? Do you have fond memories of fighting unseen enemies with your G.I. Joe action figures, demolishing fleets of vehicles with your Tonka Toy Trucks, or Karate-chopping imaginary street thugs with your Teenage Mutant Ninja Turtles? What about carefree summer afternoons counting ticks on your Skip-It, scooting around the neighborhood on your Big Wheel, or soaring down your backyard Slip ‘n Slide? Still a little bitter that your parents never let you have a Nerf Super Soaker, or a Barbie Dream House? Did you prefer to unleash your inner artist with your Etch a Sketch, or your inner chef with your Easy-Bake Oven? D id you like to challenge your friends to a rousing game of Mousetrap, or did you prefer to get tied up in knots over a round of Twister? In Toy Time! you’ll be reunited with all these classic toys and more. No matter when you grew up, or what types of play ignited your imagination, Toy Time! will take you on a journey of rediscovery, allowing you to relive those carefree, innocent, and fun-filled days of childhood. Charming, playful, and full of photos of vintage toys, Toy Time! is an exploration and celebration of the toys that roused our imaginations, shaped our memories, and touched our lives.

*Losing the Signal* Jacque McNish 2015-11-05 Winner of the Canadian National Business Book Award 2016 Shortlisted for the FT/McKinsey Business Book of the Year Award 2015 In 2009, BlackBerry controlled half of the US smartphone market. Today that number is less than one per cent. What went so wrong? Losing the Signal is the riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed; instead, the rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors, and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in a small Canadian city and went on to control half of the US smartphone market. However, at the very moment BlackBerry was ranked the world’s fastest-growing company, internal feuds and chaotic growth crippled the company as it faced its gravest test: the entry of Apple and Google into the mobile phone market. Expertly told by acclaimed journalists Jacque McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

**Crazy Rich** Jerry Oppenheimer 2013-08-13 From the founders of the international health-care behemoth Johnson & Johnson in the late 1800s to the contemporary Johnsons of today, such as billionaire New York Jets owner Robert Wood “Woody” Johnson IV, all is revealed in this scrupulously researched, unauthorized biography by New York Times bestselling author Jerry Oppenheimer. Often compared to the Kennedy clan because of the tragedies and scandals that had

befallen both wealthy and powerful families. Crazy Rich, based on scores of exclusive, candid, on-the-record interviews, reveals how the dynasty’s vast fortune was both intoxicating and toxic through the generations of a family that gave the world Band-Aids and Baby Oil. At the same time, they’ve been termed perhaps the most dysfunctional family in the fortune 500. Oppenheimer is the author of biographies of the Kennedys, the Clintons, the Hiltons and Martha Stewart, among other American icons.

**Young Money** Kevin Roose 2014-12-08 ‘If Martin Scorsese’s film The Wolf of Wall Street is about the finance industry’s greediest adults, Kevin Roose’s Young Money is a look at those wolves as cubs’ Amazon.com ‘Best Book of the Month’ Every year, thousands of eager graduates are hired by the world’s financial giants, where they’re taught the secrets of making obscene amounts of money -- as well as how to dress, talk, date, drink, and schmooze like real financiers. Young Money is the exclusive, inside story of this well-guarded world. Investigative reporter Kevin Roose shadows eight rookies as they are exposed to the exhausting workloads, huge bonuses, and recreational drugs that have always characterized Wall Street life. But they experience something new, too: an industry forever changed by the massive financial collapse of 2008. And as they get their Wall Street educations, they face hard questions about morality, prestige, and the value of their work. ‘A great new read that doubles as a post-crash update to Michael Lewis’ Liar’s Poker - Mother Jones ‘A fun fast read that will make you laugh out loud’ Fortune Magazine

Gina Keating 2013-09-24 The inside story of Netflix’s incredible rise and uncertain future as master of the video universe Netflix has come a long way since 1997, when Marc Randolph and Reed Hastings decided to start an online DVD store before most people owned a DVD player. Yet its long-term success—or even survival—is still far from guaranteed. Journalist Gina Keating recounts the fast-paced drama of the company’s turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against videostore behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Drawing on extensive interviews and her years covering Netflix as a reporter, Keating makes this tale as absorbing as it is important.

**Conspiracy** Ryan Holiday 2018-03-01 In 2016, one of the giants of modern journalism fell: Gawker Media, infamous for saying what other outlets wouldn’t say, was sued for publishing Hulk Hogan’s sex tape, lost the case and went bust. After countless other lawsuits it seemed that Gawker had finally run out of luck. But luck had nothing to do with it. Peter Thiel, PayPal founder and billionaire investor, had masterminded the whole thing. Still furious at an article that had outed him ten years previously, and increasingly disgusted at Gawker’s unscrupulous reporting methods, Thiel had spent nearly a decade meticulously plotting a conspiracy that would lead to the demise of Gawker and its founder, Nick Denton. After a multi-year proxy war through the Florida legal system, the settlement of \$140million in favour of Hogan ended it. The verdict would stun the world and so would Peter’s ultimate unmasking as the man who had set it all in motion. Why had he done this? How had no one discovered it? What would this mean—for free speech? For privacy? For culture? In Holiday’s masterful telling of this nearly unbelievable conspiracy, informed by exclusive interviews with all the key players, this case transcends the narrative of how one billionaire took down a media empire or the current state of the free press. It’s a study in power, strategy, and one of the most wildly ambitious - and successful - secret plots in recent memory.

Turney Duff 2013-08-15 The Buy Side is Turney Duff’s high-adrenaline journey through the trading underworld, as well as a searing look at an after-hours Wall Street culture where sex and drugs are the quid pro quo and a billion isn’t enough. In the mid-2000’s, Turney Duff was, to all appearances, the very picture of American success. One of Wall Street’s hottest traders, he was a rising star with Raj Rajaratnam’s legendary Galleon Group before forging his own path. What few knew was that the key to Turney’s remarkable success wasn’t a super-genius IQ or family connections but rather a winning personality - because the real money wasn’t made on the trading floor or behind a computer screen, but in whispered deals in the city’s most exclusive nightspots, surrounded by the best drugs and hottest women. For Turney, this created a perilously seductive cycle: the harder he partied, the more connected and successful he became, which meant he could party even harder. In time, he became a walking paradox, an addictive mess after hours, and King of the Street from nine to five. Along the way, he learned some important lessons about himself, and the too-wild-to-believe world of Wall Street trading. In The Buy Side, the money is plentiful and the after-hours indulgence even more so, which has proved to be a bestselling and box office winning combination, as the success of The Wolf of Wall Street attests. Fans of Martin Scorsese’s film and Michael Lewis’s Liar’s Poker and The Big Short will want to take a walk on The Buy Side.

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The Buy Side