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Fast Company was launched in November 1995 by Alan Webber and Bill Taylor, two former Harvard Business Review editors, and publisher Mortimer Zuckerman. The publication's early competitors included Red Herring, Business 2.0 and The Industry Standard. In 1997, Fast Company created an online social network, the "Company of Friends" which spawned a number of groups that began meeting.

Fast Company - Wikipedia

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Fast Company | The future of business

The business magazine Fast Company recently hired Benjamin Landy '11 as executive editor, digital. He starts November 11. Landy previously worked at Vanity Fair's The Hive, MSNBC and the Century Foundation. Gabriel Ho '12 is one of six writers chosen to participate in CBS's 2019-20 Writers Mentoring Program. From the press release: "The eight-month mentoring program pairs writers with a CBS executive mentor who helps them develop a new piece of material.

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In Search of Balance by Richard A. Swenson, MD, author of the best-selling book Margin, helps us understand the dangers of living in a fast-paced world and gives us hope for recovering a foundational sense of equilibrium. Dr. Swenson offers not only important organizing principles for making sense of our priorities but also scores of practical tips for finding rest and contentment in a world that emphasizes materialism and busyness. His advice is grounded in the daily realities we all experience, but his wisdom has been honed by the big-picture perspective of an exhaustive study of the stresses of modern life. Let Dr. Swenson be your gentle guide for reaching a new stage of personal balance.

According to Robert Kriegel, the only way to succeed in today's business climate is to break away from old modes, myths and mindsets and re-think, re-define and re-invent the rules that govern the game. Here, he encourages the adoption of new strategies to increase performance levels.

Strategic Corporate Social Responsibility: Sustainable Value Creation redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm. Based on a theory of empowered stakeholders, this bestselling text argues that the [responsibility] of a corporation is to create value, broadly defined. In this new Fourth Edition, author David Chandler explores why some firms are better at CSR and how other firms can improve their CSR efforts. Keep your course content up-to-date! Subscribe to David Chandler's 'CSR Newsletters' by e-mailing him at david.chandler@ucdenver.edu. The newsletters are designed to be a dynamic complement to the text that can be used for in-class discussion and debate. Past newsletters are archived as a freely-available resource for instructors and students at: <http://strategiccsr-sage.blogspot.com/>

There's no such thing as business ethics. How can that be? Because a single standard applies to both your business and personal life-and it's one we all know and trust: the Golden Rule. Now bestselling author John C. Maxwell shows you how this revered ideal works everywhere, and how, especially in business, it brings amazing dividends. There's No Such Thing As "Business" Ethics offers: * Stories from history, business, government, and sports that illustrate how talented leaders invoked this timeless principle * Examples of difficult business decisions-layoffs, evaluations, billing clients, expansion-and

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how the Golden Rule applies to each * The five most common reasons people compromise their ethics- and how you can prevail over such moral obstacles * How applying the Golden Rule to business builds morale, increases productivity, encourages teamwork, lowers employee turnover, and keeps clients coming back. John C. Maxwell not only reveals the many ways the Golden Rule creates the perfect environment for business success, but does it with great wisdom, warmth, and humor. Backed by flawless research and the ideas of history's best thinkers, this engaging book brilliantly demonstrates how doing the right thing fosters a winning situation for all, with positive results for employees, clients, investors, and even your own state of mind. Business runs much more smoothly, profits increase, and you know that you've set the groundwork for years of future prosperity...and it's all thanks to the tried-and-true Golden Rule.

My vision is that when I fly up and down the state of California I see every available space blanketed with solar.... That is my goal.-California Governor Arnold Schwarzenegger, October 23, 2008
We know that the country that harnesses the power of clean, renewable energy will lead the 21st century.... We invented solar technology, but we've fallen behind countries like Germany....It is time for America to lead again. -President Barack Obama, February 24, 2009
The looming threat of global warming may be the greatest challenge of the present generation. Confronted by the potential of such a massive worldwide calamity, the average citizen often wonders what he or she can do.
In this inspiring and optimistic story of a green revolution in the making, veteran science and technology journalist Bob Johnstone shows how the unrelenting efforts of a small band of grassroots activists have discovered ways to make solar a practical retail energy solution. The crucial driver for the adoption of solar energy has not been technology but policy. Focusing on initiatives in Germany, he describes the use of the feed-in tariff as the most successful policy mechanism yet invented to spur on widespread deployment of solar energy.
Turning to California, Johnstone reviews the efforts of policy wonks to create new schemes to make solar affordable at the municipal level. Pioneers in both tree-hugging Berkeley and golf-playing Palm Desert have united in common cause, and other towns and cities are planning to follow suit. As with other emerging trends, as California goes so goes the rest of the country.
Concluding with a positive view of the future, Johnstone describes the creativity of many startups fueled by venture capital. Innovation is being applied to every part of the process, from silicon production to financing and installation. The details may still be uncertain, but there's no doubt that the solar revolution is underway.
Bob Johnstone (Melbourne, Australia) is the author of Brilliant!: Shuji Nakamura and the Revolution in Lighting Technology; We Were Burning: Japanese Entrepreneurs and the Forging of the Electronic Age; and Never Mind the Laptops: Kids, Computers, and the Transformation of Learning. He has also contributed numerous articles on technology to Forbes, Nature, New Scientist, MIT Technology Review, Wired, and the Far Eastern Economic Review.

Bestselling author John C. Maxwell shows you how the Golden Rule works everywhere, and how, especially in business, it brings amazing dividends.

For readers of Malcolm Gladwell, Daniel Pink, and Freakonomics, comes a captivating and surprising journey through the science of workplace excellence. Why do successful companies reward failure? What can casinos teach us about building a happy workplace? How do you design an office that enhances both attention to detail and creativity? In *The Best Place to Work*, award-winning psychologist Ron Friedman, Ph.D. uses the latest research from the fields of motivation, creativity, behavioral economics, neuroscience, and management to reveal what really makes us successful at work. Combining powerful stories with cutting edge findings, Friedman shows leaders at every level how they can use scientifically-proven techniques to promote smarter thinking, greater innovation, and stronger performance. Among the many surprising insights, Friedman explains how learning to think like a hostage negotiator can help you diffuse a workplace argument, why placing a fish bowl near your desk can elevate your thinking, and how incorporating strategic distractions into your schedule can help you

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reach smarter decisions. Along the way, the book introduces the inventor who created the cubicle, the president who brought down the world's most dangerous criminal, and the teenager who single-handedly transformed professional tennis—vivid stories that offer unexpected revelations on achieving workplace excellence. Brimming with counterintuitive insights and actionable recommendations, *The Best Place to Work* offers employees and executives alike game-changing advice for working smarter and turning any organization—regardless of its size, budgets, or ambitions—into an extraordinary workplace.

In the ever-changing world of business, we've arrived at a point where process has trumped culture, where the race toward efficiency has left us unable to reach our potential. Stuck in the land of status quo, we've forgotten how to think. The very structures put in place to help businesses grow are now holding us back;; it's time to *Kill the Company*. This book is a call to arms: to start a revolution in how we think and work. But instead of more one-size-fits-all change initiatives forced upon employees, we need to embrace small changes that create ripple effects throughout the organization. Lisa Bodell urges companies to move from "Zombies, Inc." to "Think, Inc." Thinking can no longer be exclusive to the creative team or lead strategists. A culture of curiosity must be fostered among the ranks to shake up our standard practices, from unproductive meetings to go-nowhere strategic planning. This revolution can and will awaken our ability to think, and ultimately, to innovate and grow.

In the first decade of the twenty-first century a new wave of thinking has emerged from tech billionaires that may shape the way private capital gets invested to tackle social problems. These entrepreneurs broke the business mold in the 1980s and 1990s and are now trying to break the traditional pattern of philanthropy pioneered by Andrew Carnegie and John D. Rockefeller, Sr. some one hundred years ago. Combining billions of dollars of their personal capital with new ideas, cutting-edge businesslike techniques, media and marketing savvy, the tech benefactors profiled in this book are attacking some of the globe's most intractable societal problems. In trying to make a difference in the world, these new philanthropists, dubbed "philanthrocapitalists" by the author seek to break down traditional barriers dividing business, charity, and government. As a result of the rapid wealth creation in recent years, the world now boasts 1,125 billionaires, many of whom are self-made, according to the *Forbes'* 2008 list, including Bill Gates, Pierre Omidyar, Jeffrey Skoll, Stephn Case, Sergey Brin, Larry Page, and more. Their massive wealth has created new philanthropic challenges. Imaginative giving by the new billionaires is beginning to transform philanthropy in terms of timing, involvement, strategy, and tactics. How this development impacts society as a whole is the subject of Lewis Solomon's book. As the author notes, the traditional categories of business and philanthropy may no longer serve to meet the challenge of social problems. In the twenty-first century the tools and resources used to solve societal problems will be far more varied and mixed than previously. We now see interesting partnerships and new ways of thinking. The divide between profit and social good will narrow. If successful in using their money in innovative ways, government or for-profit business could scale up the catalytic efforts of the new philanthropists. This volume is a proactive, innovative guide to a new era, not just a new technique of monetary support.

Leonard Sweet shows you how the passion that Starbucks® has for creating an irresistible experience can connect you with God's stirring introduction to the experience of faith in *The Gospel According to Starbucks*. You don't stand in line at Starbucks® just to buy a cup of coffee. You stop for the experience surrounding the cup of coffee. Too many of us line up for God out of duty or guilt. We completely miss the warmth and richness of the experience of living with God. If we'd learn to see what God is doing on earth, we could participate fully in the irresistible life that he offers. You can learn to pay attention like never before, to identify where God is already in business right in your neighborhood. The doors are open and the coffee is brewing. God is serving the refreshing antidote to the unsatisfying, arms-length spiritual life—and he won't even make you stand in line.

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