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MORROW STERLING

The Marvel Studios Story HarperChristian + ORM
 "Brilliant, rich...breathtakingly honest and sometimes very funny." —Anne Lamott "I loved this book." —Glennon Doyle
 "Extraordinary." —Caroline Leavitt "Observant and warm...the finest company." —Kelly Corrigan "A beautiful sucker punch, like life." —Ron Fournier "Subtle, powerful, and hypnotic..." — Martin Cruz Smith
 What happens when we can no longer pretend that the ground underfoot is bedrock and the sky above predictable? All Janine Urbaniak Reid ever wanted was for everyone she loved to be okay so she might relax and maybe be happy. Her life strategy was simple: do everything right. This included trying to be the perfect mother to her three kids so they would never experience the kind of pain she pretended not to feel growing up. What she didn't expect was the chaos of an out-of-control life that begins when her young son's hand begins to shake. *The Opposite of Certainty* is the story of Janine's reluctant journey beyond easy answers and platitudes. She searches for a source of

strength bigger than her circumstances, only to have her circumstances become even thornier with her own crisis. Drawn deeply and against her will into herself, and into the eternal questions we all ask, she discovers hidden reserves of strength, humor, and a no-matter-what faith that looks nothing like she thought it would. Beautifully written and deeply hopeful, Janine shows us how we can come through impossible times transformed and yet more ourselves than we've ever allowed ourselves to be.

Plain Promise HarperCollins

Hitler's Forgotten Children is both a harrowing personal memoir and a devastating investigation into the awful crimes and monstrous scope of the Lebensborn program in World War 2. Created by Heinrich Himmler, the Lebensborn program abducted as many as half a million children from across Europe. Through a process called Germanization, they were to become the next generation of the Aryan master race in the second phase of the Final Solution. In the summer of 1942, parents across Nazi-occupied Yugoslavia were required to submit their children to medical checks designed to assess racial purity. One such child, Erika Matko, was nine months old when Nazi doctors declared her

fit to be a “Child of Hitler.” Taken to Germany and placed with politically vetted foster parents, Erika was renamed Ingrid von Oelhafen. Many years later, Ingrid began to uncover the truth of her identity. Though the Nazis destroyed many Lebensborn records, Ingrid unearthed rare documents, including Nuremberg trial testimony about her own abduction. Following the evidence back to her place of birth, Ingrid discovered an even more shocking secret: a woman named Erika Matko, who as an infant had been given to Ingrid’s mother as a replacement child.

INCLUDES PHOTOGRAPHS

Elephants Zondervan

How the City of Light gave her lessons in life: an Australian beauty journalist shares her obsession with Paris - the city that has been her guide through a lifelong journey of self-discovery. Katrina Lawrence first fell in love with Paris at the age of five, and since then her roads have continually led her back to this most beautiful of cities. Taking us on a journey around Paris's most spectacular sights, hidden secrets and most beguiling nooks and crannies, Katrina tells us the story of why this city has been her constant inspiration through all stages of life. Musing on everything Parisian, from femininity to feminism, politics to perfume, and of course, those stylish Parisiennes who captivate us, from Brigitte Bardot and Madame de Pompadour to Simone de Beauvoir and Catherine de Medici, Katrina shares the essential life lessons that Paris has taught her. Written with warmth, gaiety, elegance and insight, *Paris Dreaming* is the ultimate chic, personal and charming memoir - not just for women who love Paris, but for anyone in search of that elusive good life. 'A delightful memoir and ode to the City of Light, *Paris Dreaming* celebrates French joie de vivre and the irresistible beauty of Paris in all its glorious guises. As Katrina learns to savour every second and rejoice in life's simple pleasures, we are treated to stylish, satisfying slices of my favourite city, topped with tales as rich and fabulous as a classic Parisian pastry.' Jane Paech, *A Family in Paris* 'La vie est faite de petits bonheurs'. I'm just learning what one of Katrina Lawrence's favourite French phrases is and I love it too. 'Life is made of small joys; enjoy the little things'. Well, this book is where I'll start, to sit and share her love of this magical city. I'm taking notes. I'm dreaming. Her dream has inspired a whole new reality for this romantic.' Catriona Rowntree 'A beautiful ode to a beautiful city. Katrina's love for and incredible knowledge about the City of Light oozes from every sentence. Perfect for Paris virgins and veterans alike. (I challenge even the staunchest Paris-o-phile not to learn something from every chapter!)' Yasmin Boland, *Moonology*

Rogue Stallion & Need Me, Cowboy HarperCollins

Bridget Brennan, CEO of Female Factor, shows readers how to win sales and grow market share by creating a customer experience that appeals to the most powerful consumers: women. When people think about the world’s growth markets, they often envision countries like China and India. Yet they miss the largest one right here at home, no matter where you call home: women. With women driving 70 to 80 percent of consumer spending, it would seem an obvious strategy to learn how best to appeal to this continually expanding market. Common sense? Yes. Common practice? No. In *Winning Her Business*, Bridget Brennan, advisor to some of the world’s biggest brands and businesses, provides a roadmap for selling in a world dominated by the rise of women’s economic power. Brennan introduces The Four Motivators® Framework, which shows how every company can help customers feel: connected to them, their brand, and their business, inspired to buy from them specifically, confident in their buying decisions, and appreciated for their business. Showcasing best practices from brands as diverse as Lexus, Sephora, Allstate and the Minnesota Vikings NFL team, *Winning*

Her Business offers invaluable insights into women as consumers and shows that almost all businesses have an opportunity to create an inclusive customer experience that inspires increased sales, referrals, and repeat business.

Urban Art Legends HarperCollins

Walt investigates the death elderly Cheyenne Danny Lone Elk and runs into problems on site of a dinosaur fossil discovery—from the New York Times bestselling author of *Land of Wolves* When Jen, the largest, most complete *Tyrannosaurus rex* skeleton ever found surfaces in Sherriff Walt Longmire’s jurisdiction, it appears to be a windfall for the High Plains Dinosaur Museum—until Danny Lone Elk, the Cheyenne rancher on whose property the remains were discovered, turns up dead, floating face down in a turtle pond. With millions of dollars at stake, a number of groups step forward to claim her, including Danny’s family, the tribe, and the federal government. As Wyoming’s Acting Deputy Attorney and a cadre of FBI officers descend on the town, Walt is determined to find out who would benefit from Danny’s death, enlisting old friends Lucian Connolly and Omar Rhoades, along with Dog and best friend Henry Standing Bear, to trawl the vast Lone Elk ranch looking for answers to a sixty-five-million-year-old cold case that’s heating up fast.

Mrs. M Harlequin

From one of Australia's foremost journalists, Luke Slattery, comes a rich, intense novel of desire and dashed dreams, and one passionate, unforgettable woman - Elizabeth Macquarie. 'A richly evocative piece of historical fiction...beautifully written.' Good Weekend Elizabeth Macquarie, widow of the disgraced former Governor of New South Wales, Lachlan Macquarie, is in mourning - not only for her husband, but the loss of their shared dream to transform the penal colony into a bright new world. Over the course of one long sleepless night on the windswept isle of Mull, she remembers her life in that wild and strange country; a revolution of ideas as dramatic as any in history; and her dangerous alliance with the brilliant, mercurial Francis Greenway, the colony's maverick architect. A stirring, provocative and thrilling novel of passion, ideas, reforming zeal and desire. 'Moving, intricate novel ... Every love story has at its heart a vision of inherent human worth in the beloved; Slattery's achievement is to render, subtly and powerfully both a human love story, and a love story to the nation.' Anna Funder, author of *All That I Am* 'A remarkable early 19th century heroine comes alive for us in this story: we share Mrs M.'s thoughts and feelings in almost uncanny fashion. Luke Slattery's debut sets new standards for the Australian historical novel.' Nicolas Rothwell 'A richly evocative piece of historical fiction...beautifully written.' Good Weekend 'It is, at its core, the story of Slattery's most extraordinary creation: Mrs M, whose real-world counterpart was the wife of Lachlan Macquarie, fifth governor of the colony of New South Wales (1810-21). ... There is a kind of clarion certainty to her ... I think readers will be swept up by this creation. The narrative would grab me with moments of exquisite cadence and perfect emotional truth ... Told in Elizabeth's voice, and seen through her eyes, the sensuous descriptions of her Scotland and her Sydney - as well as her own inner world - rise off the page with a poet's perfect pitch.' The Australian 'Saul Bellow says somewhere that in fiction sentences should be 'charged' - something should quietly beat through them. When one begins reading this is what you should listen for - imaginative confidence, a sense of sureness. This applies to historical fiction as much as any other. You don't ask, 'Is this true to history?' You ask 'Is this true to itself?' Luke Slattery's *Mrs M* is imaginatively true from beginning to end.' Barry Oakley

Reinvention HarperCollins

Through her own gripping story of escape from human trafficking, Rebecca Bender reveals the inner workings of the underground world of modern-day slavery and helps us learn how we can be a catalyst for change where we live. Born and raised in a small Oregon town, all-American girl Rebecca Bender was a varsity athlete and honor roll student with a promising future. Then a predator pretending to be her boyfriend lured her into a web of lies that sent her down a path she never imagined possible. For nearly six years, Rebecca was sold across the underground world of sex trafficking in Las Vegas. She was branded, beaten, told when to sleep and what to wear, and traded between traffickers. Forced into a dark sisterhood, Rebecca formed bonds with her trafficker and three other women, creating a false sense of family. During that time, God began revealing himself to her. And in the midst of her exploitation, she found the hope she needed to survive. After a federal raid, Rebecca escaped. Her life was forever changed as she felt the embrace of her heavenly Father guiding her to healing and wholeness. Rebecca soon began to use her own experiences to change the lives of others as she went back into the darkest places she had known—assisting FBI, VICE, and law enforcement across the country in some of their most difficult cases. Through Rebecca's incredible story of redemption, we remember that our past does not have to determine our destiny.

My Wife Said You May Want to Marry Me Penguin

Newly revised! I Still Believe shares Jeremy Camp's journey of finding hope and healing through life's toughest moments and the songs that came from his journey that have inspired a generation. When Jeremy Camp lost his beloved wife Melissa just three months after their wedding, the last thing he wanted to do was sing praise to God. But even as he struggled through unimaginable grief and fought to hold on to his faith, God had other plans: Pick up your guitar. I have something for you to write. Jeremy obeyed, pouring out his heart, writing about the hope that God was still there, even in his deepest grief. The song he wrote that day, "I Still Believe," has gone on to inspire millions around the world. This is the story behind that song and the movie that was inspired by it. It is an inside look at Jeremy's life—from his difficult childhood and teenage years to the tragic passing of Melissa at age 21 and the spiritual journey that followed. Searching for hope and healing inspired some of Jeremy's best-loved songs and led him, eventually, to find love again. This revised edition of I Still Believe includes: 3 new chapters with updates on Jeremy's family and the film release 8-page color insert with photos from Jeremy's life Foreword by Bart Millard, singer/songwriter for MercyMe I Still Believe is a powerful, heart-wrenching memoir about the strength of undying love and the power of faith—a must-read for Jeremy Camp fans and an inspiring, encouraging read for anyone who has experienced loss.

In the Land of Men HarperCollins

Through the sweeping cultural and historical transformations of China, entrepreneur Lan Yan traces her family's history through early 20th Century to present day. The history of the Yan family is inseparable from the history of China over the last century. One of the most influential business leaders of China today, Lan Yan grew up in the company of the country's powerful elite, including Mao Zedong, Zhou Enlai, and Deng Xiaoping. Her grandfather, Yan Baohang, originally a nationalist and ally of Chiang Kai-shek, later joined the communists and worked as a spy during World War II, never falling out of favor with Soong May-ling, aka Mrs. Chiang Kai-shek. Lan's parents were diplomats, and her father, Yan Mingfu, was Mao's personal Russian translator. In spite of their elevated status, the Yan's family life was turned upside down by the Cultural Revolution. One night in 1967, in front of a terrified ten-year-old Lan, Red Guards burst into the family home

and arrested her grandfather. Days later, her father was arrested, accused of spying for the Soviet Union. Her mother, Wu Keilang, was branded a counter-revolutionary and forced to go with her daughter to a re-education camp for five years, where Lan came of age as a high school student. In recounting her family history, Lan Yan brings to life a century of Chinese history from the last emperor to present day, including the Cultural Revolution which tore her childhood apart. The reader obtains a rare glimpse into the mysteries of a system which went off the rails and would decimate a large swathe of the intellectual, economic and political elite country. The little girl who was crushed by the Cultural Revolution has become one of the most active businesswomen in her country. In telling her and her family's story, Lan Yan serves up an intimate account of the history of contemporary China.

Leading Lines Hugo / Desing

Sadie Always Believed in God's Promises. But Can She Really Trust His Heart? Young Amish widow, Sadie Fisher, leads a simple life in the quiet countryside of Lancaster County selling Amish goods to a steady stream of tourists. Though it is a good life, lately she's wondered if it is God's will for her to remain without a husband and a family. Winters can be brutally cold and lonely in Pennsylvania, so Sadie rejoices when a renter signs up for a three month stay in her guest cottage. But when wealthy, impulsive Englisher Kade Saunders arrives, she isn't sure she wants him around that long. Sadie feels the stress of the bishop's watchful eye, expecting her to act in accordance with the Ordnung, the understood behavior by which the Amish live. To complicate things, Kade is soon surprised with sole custody of a child he barely knows—his five-year-old autistic son, Tyler. Sadie and young Tyler form an immediate connection. As she grows to love and understand this exceptional child, her feelings for Kade grow into something that both terrifies and exhilarates her. And while Kade seems to feel the attraction to her as well, their worlds couldn't be farther apart. Sadie must stay true to her Amish roots, but denying the love she feels is impossible. Could it be that God has the improbable in store for Sadie? And will she have the faith to step into a love bigger than she's ever dreamed possible?

As Needed for Pain HarperCollins

How to make speeches that seize the moment, advance your cause and lead the way. 'Exhilarating, illuminating, and absolutely captivating, this book made me want to rush out and give a thousand speeches!' Charlotte Wood, author of The Natural Way of Things For those who aim to be leaders, mastering the power of speechmaking -the art and craft of persuasion - is more important than ever. If you want to be heard, it's not enough to have something to say: you must know how to say it. In government, business or civil society, a leader's speech sets the tone: the wrong words can destroy a company, damage a reputation, or even start a war. But the right speech can build prosperity, drive peaceful solutions and bring people together. This book meets the difficulties of modern speechmaking head-on, taking us through the process of formulating ideas, finding the best ways to express them, and delivering an accomplished address. Using examples from history, literature and her 25- year career as a speechwriter, Lucinda Holdforth writes a compelling analysis of celebratory, rallying and explanatory speeches. She reminds us that democracies rise and fall on the quality of the debates we conduct and the subsequent decisions we make. This is not only a practical manual for crafting a powerful speech, it's a cracking read. The right words can be transformative. They can stir a heart or reimagine the world. Leading Lines will help you find those words, and lead the way. PRAISE 'A book for anyone who aspires

to leadership. Holdforth draws on her formidable expertise and experience working with CEOs like me to deliver this practical guide to the creation of leadership speeches.' Geoff Dixon, CEO and Managing Director of Qantas, 2001-2008 'This book is for all those who love words and the power they have to change lives. *Leading Lines* will be an indispensable tool for CEOs and speechwriters of every kind, it is also, quite simply, a cracking read, attractive to anyone who likes a good story' Tegan Bennett Daylight, writer, teacher, critic

A Long Bridge Home HarperCollins Leadership

After her community in the awe-inspiring Montana mountains is suddenly consumed by a raging wildfire, one young Amish woman finds herself in a new town where she's introduced to the Native culture of the Kootenai people. When the Mast family is forced to evacuate their home in the West Kootenai region of Montana, Christine chooses not to move with her family to her father's childhood home in Kansas. Instead, she wants to stay closer to home and to her beau, Andy Lambright, who has yet to ask for her hand in marriage and who seems to be holding tightly to secrets from his past. Now, living with her aunt and uncle in St. Ignatius, Christine is on her own for the first time in her life. While working in her uncle's store Christine meets Raymond Old Fox, whom she befriends, and he introduces her to his rich native culture with strong ties to the earth and nature. Despite the warnings of her aunt and uncle, Christine is inexplicably drawn to Raymond, and her mind is opened to a history and heritage far different from her own. With her newly expanding horizons, Christine wonders if she can return to the domestic life that is expected of her. Her heart still longs to be with Andy, but she isn't the same person she was before the fire, and she wonders if he can accept who she is becoming. Has too much distance grown between them? Or can they bridge the gap from past to present and find their way back together?

The Opposite of Certainty HarperCollins

BESTSELLING AUTHOR COLLECTION Reader-favorite romances in collectible volumes from our bestselling authors. **BIG SKY SHERIFF** Deputy sheriff Sterling McCallum doesn't want a woman in his life. Yet when caring social worker Jessica Larson asks for his help looking for the mother of an abandoned baby, Sterling can't refuse. Jessica has dedicated her life to helping people. Despite cynical Sterling's stern warnings, she can't back off. The brooding rogue cop has a stone in place of a heart and a past as mysterious as the case that brings them together. Something compels Jessica to stand her ground and brave the emotions this fascinating man arouses within her. But when their darkest secrets and deepest desires come to the surface, can Jessica and Sterling weather these earth-shattering revelations? **FREE BONUS STORY INCLUDED IN THIS VOLUME!** *Need Me, Cowboy* by New York Times bestselling author Maisey Yates For five years, Levi Tucker was locked up for a crime he didn't commit. Never again would any woman overtake this cowboy's common sense. But Faith Grayson, the sexy, brilliant architect designing his home, might just prove too tempting. Previously published.

The House of Yan HarperCollins Australia

"Frohock has intricately woven a unique reinterpretation of history. Eloquent prose accompanies a lyrical theme amid prewar tensions, enriching this imaginative historical fantasy." -- Publishers Weekly (starred review) In this sequel to *Where Oblivion Lives*, the first entry in the Los Nefilim series set during the Spanish Civil War, a coded notebook containing the identities of Los Nefilim's spies falls into enemy hands, and Diago is faced with an impossible choice: betray Los Nefilim or save his family. February 1939 Catalonia has fallen. Los Nefilim is in retreat. With the Nationalist forces hard on their heels, the members of Los Nefilim—Spanish Nephilim that possess the power to harness

music and light in the supernatural war between the angels and daimons—make a desperate run for the French border. Diago Alvarez, a singular being of angelic and daimonic descent, follows Guillermo and a small group of nefilim through the Pyrenees, where the ice is as treacherous as postwar loyalties—both can kill with a single slip. When a notebook of Los Nefilim's undercover operatives falls into a traitor's hands, Diago and Guillermo risk their lives to track it down. As they uncover a pocket realm deep within the Pyrenees, Diago discovers his family is held hostage. Faced with an impossible choice: betray Los Nefilim, or watch his family die, Diago must nurture the daimonic song he has so long denied in order to save those he loves.

Scratched HarperCollins

One of *Vogue's* Best Books of the Year One of *Esquire's* Best Books of the Year One of the *Wall Street Journal's* Favorite Books of the Year One of the Most Anticipated Books of the Year: *Vogue*, *Parade*, *Esquire*, *Bitch*, and *Maclean's* A *New York Times* and *Washington Post* Book to Watch A fiercely personal memoir about coming of age in the male-dominated literary world of the nineties, becoming the first female literary editor of *Esquire*, and Miller's personal and working relationship with David Foster Wallace A naive and idealistic twenty-two-year-old from the Midwest, Adrienne Miller got her lucky break when she was hired as an editorial assistant at *GQ* magazine in the mid-nineties. Even if its sensibilities were manifestly mid-century—the martinis, powerful male egos, and unquestioned authority of kings—*GQ* still seemed the red-hot center of the literary world. It was there that Miller began learning how to survive in a man's world. Three years later, she forged her own path, becoming the first woman to take on the role of literary editor of *Esquire*, home to the male writers who had defined manhood itself—Hemingway, Mailer, and Carver. Up against this old world, she would soon discover that it wanted nothing to do with a "mere girl." But this was also a unique moment in history that saw the rise of a new literary movement, as exemplified by McSweeney's and the work of David Foster Wallace. A decade older than Miller, the mercurial Wallace would become the defining voice of a generation and the fiction writer she would work with most. He was her closest friend, confidant—and antagonist. Their intellectual and artistic exchange grew into a highly charged professional and personal relationship between the most prominent male writer of the era and a young woman still finding her voice. This memoir—a rich, dazzling story of power, ambition, and identity—ultimately asks the question "How does a young woman fit into this male culture and at what cost?" With great wit and deep intelligence, Miller presents an inspiring and moving portrayal of a young woman's education in a land of men. "The memoir I've been waiting for: a bold, incisive, and illuminating story of a woman whose devotion to language and literature comes at a hideous cost. It's Joanna Rakoff's *My Salinger Year* updated for the age of *She Said*: a literary *New York* now long past; an intimate, fiercely realist portrait of a mythic literary figure; and now, a tender reckoning with possession, power, and what Jia Tolentino called the 'Important, Inappropriate Literary Man.' A poised and superbly perceptive narration of the problems of working with men, and of loving them." — Eleanor Henderson, author of *10,000 Saints*

Ninja Future HarperCollins Leadership

From celebrated storyteller "Sean of the South" comes an unforgettable memoir of love, loss, the friction of family memories, and the unlikely hope that you're gonna be alright. Sean Dietrich was twelve years old when he scattered his father's ashes from the mountain range. His father was a man who lived for baseball, a steel worker with a ready wink, who once scaled a fifty-foot tree just to hang a tire swing for his son. He was also the stranger who tried to kidnap and kill Sean's mother before pulling

the trigger on himself. He was a childhood hero, now reduced to a man in a box. *Will the Circle Be Unbroken?* is the story of what happens after the unthinkable, and the journey we all must make in finding the courage to stop the cycles of the past from laying claim to our future. Sean was a seventh-grade drop-out, a dishwasher then a construction worker to help his mother and sister scrape by, and a self-described "nobody with a sad story behind him." Yet he cannot deny the glimmers of life's goodness even amid its rough edges. Such goodness becomes even harder to deny when Sean meets the love of his life at a fried chicken church potluck, and harder still when his lifelong love of storytelling leads him to stages across the southeast, where he is known and loved as "Sean of the South." A story that will stay with you long after the final page, *Will the Circle Be Unbroken?* testifies to the strength that lives within us all to make our peace with the past and look to the future with renewed hope and wonder.

Winning Her Business HarperCollins Leadership

NATIONAL BESTSELLER *Ninja Future* is an essential read for businesses and individuals striving to remain competitive in a rapidly evolving world: Gary Shapiro, the president and CEO of the Consumer Technology Association, casts his eye toward the future, charting how the innovative technologies of today will transform not only the way business is done but society itself. During his more than three decades at the head of the Consumer Technology Association, Gary Shapiro has witnessed, and been a part of, one of the most extraordinary periods of technological change in human history. Today's world is almost unrecognizable from that of just a decade or two before: in just a few short years, the internet has already transformed how we access information, purchase goods, get from place to place, and do our jobs. And even greater changes are on the horizon. In *Ninja Future*, Shapiro explains the evolving technological landscape, breakthroughs underway now and those we can only envision. New innovations such as self-driving vehicles, blockchain, 5G, the Internet of Things, and countless others will forever change the economy as we know it. Shapiro uses case studies to identify companies and countries addressing today's challenges particularly well—and relates lessons from those that have stumbled. Drawing on the insights he has gleaned as a martial arts black belt, he shows how businesses can move to succeed in today's turbulent environment by adopting the mindset of "ninjas"—adapting to technological change to capitalize on opportunities at lightning speed.

Plain Paradise HarperChristian + ORM

Urban Art Legends is the perfect companion for anyone wanting to learn more about the vibrant, exciting and constantly evolving art form of street art.

Love Without Borders HarperChristian + ORM

What can you learn from the world's most successful companies? *The Marvel Studios Story* will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled a struggling comic book publisher to parlay the power of myth and storytelling to become one of history's most successful movie studios. Marvel characters have been shaping pop culture for decades and when comic books were no longer keeping the company afloat, Marvel Studios was born. Marvel Studios is the multibillion-dollar home to iconic franchises. They are known for creating brilliant multilayered worlds and storylines that allow their audiences to escape into a fantasy and inspire the creative side of every viewer. But, behind those visionaries is a well-oiled storytelling machine dedicated to getting the Hulk's smash fists in the hands of every child and a sea of Spiderman costumes deployed every Halloween. This book educates readers on how one of the largest creative companies in the planetary universe runs their business and keeps their fans and their parent company, Disney, counting the profits. Through the story of Marvel Studios, you'll learn: How to recognize and pursue additional revenue streams. How a company can successfully balance the creative with business to appease investors and fans alike. And how to keep a decades-old superhero franchise new and exciting without losing sight of its roots.

Paris Dreaming HarperCollins

What can you learn from the most successful companies in the world? *The Netflix Story* will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that turned a mail-order DVD startup into a streaming media and studio disruptor that revolutionized the entertainment industry. Just twenty years ago, if you wanted to watch an in-home movie, you had two choices: buy the VHS or DVD, or rent it from the local video store. Today, you don't even need to leave the sofa . . . unless the remote is across the room, and you don't have voice control set up yet. A lot has happened in that short period of time. In this book, readers will: Learn how Netflix entered a crowded marketplace with a now infamous red envelope. Get the backstory of the infamous Blockbuster takedown. Understand the "bet the company" shift Netflix made from the largest USPS customer to the largest user of internet streaming traffic in one year. Discover how the company rebounded from their near demise in 2011. Learn how the company has flourished as an original content provider and movie studio, and how they, along with new competitors Amazon Prime and Hulu, are completely changing the entertainment we consume. This book teaches business owners and innovators what they need to know to launch, recover, survive, and thrive in a crowded marketplace.