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Marc Benioff listed 111 points  
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greatest competitive advantage  
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its success. Because no matter  
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level, to do the best work of their  
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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



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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

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nearly a hundred years, to present

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economics."--New York Times

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forests in southwestern Ethiopia  
are the original home of Arabica,  
the most prevalent and superior of  
the two main species of coffee  
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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

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berries. Deftly blending in the  
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every town in the world, coffee  
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returning to the original coffee  
forests, which are under threat and  
swiftly shrinking. "The forests  
around Kafa are not important just  
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drink that means so much to so  
many," writes Koehler. "They are  
important because deep in their

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that became the tool of choice for  
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turned their grandfather's humble  
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brothers whose motto was "Never  
copy, only create" and who made  
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famous in the early days of the



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twentieth century, thanks to their  
unique and complementary talents:  
Louis, the visionary designer who  
created the first men's wristwatch  
to help an aviator friend tell the  
time without taking his hands off  
the controls of his flying machine;  
Pierre, the master dealmaker who

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bought the New York headquarters  
on Fifth Avenue for a double-  
stranded natural pearl necklace;  
and Jacques, the globe-trotting  
gemstone expert whose travels to  
India gave Cartier access to the  
world's best rubies, emeralds, and  
sapphires, inspiring the celebrated

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Cartier Brickell, whose great-  
grandfather was the youngest of  
the brothers, has traveled the  
world researching her family's  
history, tracking down those  
connected with her ancestors and  
discovering long-lost pieces of the

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puzzle along the way. Now she  
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notoriously cursed Hope Diamond,  
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panther pieces--and the long line  
of stars from the worlds of  
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Russian grand duchesses to Wallis  
Simpson, Coco Chanel, and  
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the birth of the dynasty's founder,  
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social history shown through the  
deeply personal lens of one  
legendary family.

Why has Switzerland - a tiny, land-

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locked country with few natural  
advantages - become so successful  
for so long at so many things? In  
banking, pharmaceuticals,  
machinery, even textiles, Swiss  
companies rank alongside the  
biggest and most powerful global  
competitors. How did they get

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there? How do they continue to  
refresh themselves? Does the  
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provide lessons others can learn  
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continue to perform in a hyper-  
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about the country as it describes  
the origins, structures and  
characteristics of the most  
important Swiss companies. The  
authors suggest success is due to  
a large degree to sound  
entrepreneurial thinking and an

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openness to new ideas. And they  
venture a surprising forecast on  
the country's ability to keep pace  
in an age of globalisation.

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In 1954, a pastor named Jim Jones  
opened a church in Indianapolis  
called Peoples Temple Full Gospel

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Church. He was a charismatic  
preacher with idealistic beliefs,  
and he quickly filled his pews with  
an audience eager to hear his  
sermons on social justice. As  
Jones ' s behavior became erratic  
and his message more ominous,  
his followers leaned on each other

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to recapture the sense of equality  
that had drawn them to his church.  
But even as the congregation  
thrived, Jones made it increasingly  
difficult for members to leave. By  
the time Jones moved his  
congregation to a remote jungle in  
Guyana and the US government

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began to investigate allegations of abuse and false imprisonment in Jonestown, it was too late. A

Thousand Lives is the story of Jonestown as it has never been told. New York Times bestselling author Julia Scheeres drew from tens of thousands of recently

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audiotapes, as well as rare videos  
and interviews, to piece together  
an unprecedented and compelling  
history of the doomed camp,  
focusing on the people who lived  
there. The people who built  
Jonestown wanted to forge a

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better life for themselves and their  
children. In South America,  
however, they found themselves  
trapped in Jonestown and cut off  
from the outside world as their  
leader goaded them toward  
committing “revolutionary suicide”  
and deprived them of food, sleep,

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and hope. Vividly written and  
impossible to forget, A Thousand  
Lives is a story of blind loyalty  
and daring escapes, of corrupted  
ideals and senseless, haunting  
loss.

In 1943, while the New York



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Yankees and St. Louis Cardinals  
were winning pennants and  
meeting in that year's World  
Series, Ted Williams, Johnny  
Pesky, and Johnny Sain practiced  
on a skinned-out college field in  
the heart of North Carolina. They  
and other past and future stars

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formed one of the greatest  
baseball teams of all time. They  
were among a cadre of fighter-  
pilot cadets who wore the  
Cloudbuster Nine baseball jersey  
at an elite Navy training school at  
the University of North Carolina at  
Chapel Hill. As a child, Anne

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Keene's father, Jim Raugh, suited  
up as the team batboy and mascot.  
He got to know his baseball heroes  
personally, watching players hit  
the road on cramped, tin-can  
buses, dazzling factory workers,  
kids, and service members at  
dozens of games, including a war-

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bond exhibition with Babe Ruth at  
Yankee Stadium. Jimmy followed  
his baseball dreams as a college  
All-American but was crushed  
later in life by a failed major-league  
bid with the Detroit Tigers.  
He would have carried this story  
to his grave had Anne not

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discovered his scrapbook from a  
Navy school that shaped America's  
greatest heroes including George  
H. W. Bush, Gerald Ford, John  
Glenn, and Paul "Bear" Bryant.  
With the help of rare images and  
insights from World War II  
baseball veterans such as Dr.

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Bobby Brown and Eddie Robinson,  
the story of this remarkable team  
is brought to life for the first time  
in The Cloudbuster Nine: The  
Untold Story of Ted Williams and  
the Baseball Team That Helped  
Win World War II.

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Idea To Billion Dollar  
Company And  
Revolutionized An Industry

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