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The Most Important Thing Illuminated: Uncommon Sense for the Thoughtful Investor (Columbia Business School Publishing) Published April 17th 2012 by Columbia University Press Kindle Edition, 245 pages

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the top of the investment management profession, he is today sought out by the world's leading value investors, and his client memos brim with insightful commentary and a time-tested, fundamental philosophy. Now for the first time, all readers can benefit from Marks's wisdom, concentrated into a single volume that speaks to both the amateur and seasoned investor. Informed by a lifetime of experience and study, *The Most Important Thing* explains the keys to successful investment and the pitfalls that can destroy capital or ruin a career. Utilizing passages from his memos to illustrate his ideas, Marks teaches by example, detailing the development of an investment philosophy that fully acknowledges the complexities of investing and the perils of the financial world. Brilliantly applying insight to today's volatile markets, Marks offers a volume that is part memoir, part creed, with a number of broad takeaways. Marks expounds on such concepts as "second-level thinking," the price/value relationship, patient opportunism, and defensive investing. Frankly and honestly assessing his own decisions--and occasional missteps--he provides valuable lessons for critical thinking, risk assessment, and investment strategy. Encouraging investors to be "contrarian," Marks wisely judges market cycles and achieves returns through aggressive yet measured action. Which element is the most essential? Successful investing requires thoughtful attention to many separate aspects, and each of Marks's subjects proves to be the most important thing.

Legendary investor Howard Marks is chairman and co-founder of Oaktree Capital

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Not Obtainable

If Rupert Murdoch and Sumner Redstone are so smart, why are their stocks long-term losers? We live in the age of big Media, with the celebrity moguls telling us that "content is king." But for all the excitement, glamour, drama, and publicity they produce, why can't these moguls and their companies manage to deliver better returns than you'd get from closing your eyes and throwing a dart? The

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Curse of the Mogul lays bare the inexcusable financial performance beneath big Media's false veneer of power. By rigorously examining individual media businesses, the authors reveal the difference between judging a company by how many times its CEO is seen in SunValley and by whether it generates consistently superior profits. The book is packed with enough sharp-edged data to bring the most high-flying, hot-air filled mogul balloon crashing down to earth.

- More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. **YOU WANT LESS.** You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. **AND YOU WANT MORE.** You want more productivity

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from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

The New York Times bestseller is now in softcover with a bonus chapter on how the “Dare to Be Uncommon” movement is reaching schools, teams, and families across the country and an update on Tony’s life since retiring as head coach of the Indianapolis Colts. What does it take to live a life of significance? When Indianapolis Colts coach Tony Dungy took home the trophy in Super Bowl XLI, fans around the world looked to him as the epitome of success. Athletic victory, professional excellence, fame and celebrity, awards and honors—he had it all. But even in that moment, he knew those achievements had little to do with his ultimate significance as a man. Coach Dungy still passionately believes that there is a different path to significance—a path characterized by attitudes, ambitions, and allegiances that are all too rare but uncommonly rewarding. In the New York Times best seller Uncommon, Dungy reveals secrets to achieving significance that he has learned from his remarkable parents, his athletic and coaching career, his

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"How to Win Friends and Influence People" is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers.

Twelve Things This Book Will Do For You:

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- Enable you to make friends quickly and easily.
- Increase your popularity.
- Help you to win people to your way of thinking.
- Increase your influence, your prestige, your ability to get things done.
- Enable you to win new clients, new customers.
- Increase your earning power.
- Make you a better salesman, a better executive.
- Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant.
- Make you a better speaker, a more entertaining conversationalist.
- Make the principles of psychology easy for you to apply in your daily contacts.
- Help you to arouse enthusiasm among your associates.

Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular today.

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#1 NEW YORK TIMES BESTSELLER • “This book delivers completely new and refreshing ideas on how to create value in the world.”—Mark Zuckerberg, CEO of Meta “Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we’re too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won’t make a search engine. Tomorrow’s champions will not win by competing ruthlessly in today’s marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

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