

## Wall Street Journal At Work Blog

The Wall Street Journal. Complete Small Business GuidebookThe Wall Street Journal Guide to the Business of LifeThe Wall Street Journal. Guide to Starting Your Financial LifeThe Wall Street Journal Guide to Who's who & What's what on Wall StreetFrom Here to EqualityHuman + MachineInvisiblesProject to ProductBusiness for BohemiansThe Wall Street Journal. Complete Real-Estate Investing GuidebookThe Wall Street Journal. Complete Retirement GuidebookThe Wall Street Journal Guide to Understanding Money & InvestingNobody's SlaveThe Wall Street Journal Essential Guide to ManagementThe Wall Street Journal Guide to Information GraphicsThe Wall Street Journal Guide to the Business of LifeCouples That WorkThe EquivalententsThe New Corner OfficeEat Sleep Work RepeatThe Busy Leader's HandbookLean InThe State Against BlacksThe Wall Street Journal Guide to the Top Business Schools 2004War at the Wall Street JournalThe Mind at WorkThe Wall Street Journal Complete Estate-planning GuidebookThe Wall Street Journal Guide to Building Your CareerRestless GeniusThe Wall Street Journal Book of Chief Executive StylePromoting YourselfThe Wall Street Journal Guide to Understanding Personal FinanceThe Wall Street Journal Complete Money and Investing GuidebookThe Future of WorkWork & FamilyGreat at WorkThe Wall Street Journal. Financial Guidebook for New ParentsBad BloodThe Irwin Guide to Using the Wall Street JournalThe Wall Street Journal. Complete Personal Finance Guidebook

## **The Wall Street Journal. Complete Small Business Guidebook**

Examines federal, state, and local laws that hinder the employment and economic progress of Blacks and, often, deny their right to work

## **The Wall Street Journal Guide to the Business of Life**

AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In *Human + Machine*, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors'

experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. Human + Machine provides the missing and much-needed management playbook for success in our new age of AI. BOOK PROCEEDS FOR THE AI GENERATION The authors' goal in publishing Human + Machine is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

### **The Wall Street Journal. Guide to Starting Your Financial Life**

The Wall Street Journal bestseller—a Financial Times Business Book of the Month and named by The Washington Post as “One of the 11 Leadership Books to Read in 2018”—is “a refreshingly data-based, clearheaded guide” (Publishers Weekly) to individual performance, based on a groundbreaking study. Why do some people

perform better at work than others? This deceptively simple question continues to confound professionals in all sectors of the workforce. Now, after a unique, five-year study of more than 5,000 managers and employees, Morten Hansen reveals the answers in his “Seven Work Smarter Practices” that can be applied by anyone looking to maximize their time and performance. Each of Hansen’s seven practices is highlighted by inspiring stories from individuals in his comprehensive study. You’ll meet a high school principal who engineered a dramatic turnaround of his failing high school; a rural Indian farmer determined to establish a better way of life for women in his village; and a sushi chef, whose simple preparation has led to his unassuming restaurant being awarded the maximum of three Michelin stars. Hansen also explains how the way Alfred Hitchcock filmed Psycho and the 1911 race to become the first explorer to reach the South Pole both illustrate the use of his seven practices. Each chapter “is intended to inspire people to be better workers...and improve their own work performance” (Booklist) with questions and key insights to allow you to assess your own performance and figure out your work strengths, as well as your weaknesses. Once you understand your individual style, there are mini-quizzes, questionnaires, and clear tips to assist you focus on a strategy to become a more productive worker. Extensive, accessible, and friendly, Great at Work will help us “reengineer our work lives, reduce burnout, and improve performance and job satisfaction” (Psychology Today).

**The Wall Street Journal Guide to Who's who & What's what on**

## Wall Street

### From Here to Equality

Unravel the Mysteries of the Financial Markets—the Language, the Players, and the Strategies for Success Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, *The Wall Street Journal Complete Money and Investing Guidebook* provides investors with a simple—but not simplistic—grounding in the world of finance. It breaks down the basics of how money and investing work, explaining:

- What must-have information you need to invest in stocks, bonds, and mutual funds
- How to see through the inscrutable theories and arcane jargon of financial insiders and advisers
- What market players, investing strategies, and money and investing history you should know
- Why individual investors should pay attention to the economy

Written in a clear, engaging style by Dave Kansas, one of America's top business journalists and editor of *The Wall Street Journal Money & Investing* section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from *The Wall Street Journal*. Look for: •

The Wall Street Journal Complete Personal Finance Guidebook • The Wall Street Journal Personal Finance Workbook • The Wall Street Journal Complete Real Estate Investing Guidebook

### **Human + Machine**

The conservative, thoughtful, thrifty investor's guide to building a real-estate empire. Profitable real-estate investing opportunities exist everywhere as long as you know what to look for and understand how to make prudent deals that transform property into profits. David Crook, of The Wall Street Journal, shows how to make safe and sane investments that ensure a good night's sleep as your real-estate portfolio grows, your properties appreciate and your income increases. The Wall Street Journal Complete Real-Estate Investing Guidebook offers the most authoritative information on:

- Why real-estate investing is a great wealth-building alternative to stocks and bonds and why it's crucial that you avoid get-rich schemes
- How to get the financing and make the contacts to get started
- How to start small and local, be hands-on and go step-by-step with a vacation home to rent out, a pure rental property or a small apartment building
- How to find and value great properties, do the numbers and ensure you have that beautiful thing called cash flow
- How the government blesses real-estate investors with tax breaks and loopholes, and how you can be one of the anointed
- How to deal with the nuts-and-bolts of being a landlord and have a strife-free relationship with your

tenants

### **Invisibles**

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change. While working at the Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch's kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch's crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is—maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power.

### **Project to Product**

Traces the history of money and discusses stocks, bonds, mutual funds, futures, and options.

## **Business for Bohemians**

Ready to be your own boss? If cash flow forecasts, tax returns, and P&Ls sound horrifying, fear not: help is at hand. Journalist Tom Hogkinson has spent his career advocating for laid-back living, and in *Business for Bohemians*, he combines practical advice with hilarious anecdotes to create a refreshingly candid guidebook for all of us who aspire to a greater degree of freedom in our working lives.

Whether you dream of launching your own graphic design startup or growing your Etsy store into a full-scale operation in your spare time, *Business for Bohemians* will equip you with the tools to turn your talents into a profitable and enjoyable business. Accounting need no longer be a dark art. You will become a social media maven and a friend of the spreadsheet. You will learn the art of negotiation, how to get paid, and how to decide which clients to take. You will discover that laziness can be a virtue. Above all, you will realize that freedom from the nine-to-five life is achievable—and, with Hodgkinson's comforting, pragmatic and extremely funny advice at hand, you might even enjoy yourself along the way.

## **The Wall Street Journal. Complete Real-Estate Investing Guidebook**

Racism and discrimination have choked economic opportunity for African

Americans at nearly every turn. At several historic moments, the trajectory of racial inequality could have been altered dramatically. Perhaps no moment was more opportune than the early days of Reconstruction, when the U.S. government temporarily implemented a major redistribution of land from former slaveholders to the newly emancipated enslaved. But neither Reconstruction nor the New Deal nor the civil rights struggle led to an economically just and fair nation. Today, systematic inequality persists in the form of housing discrimination, unequal education, police brutality, mass incarceration, employment discrimination, and massive wealth and opportunity gaps. Economic data indicates that for every dollar the average white household holds in wealth the average black household possesses a mere ten cents. In *From Here to Equality*, William Darity Jr. and A. Kirsten Mullen confront these injustices head-on and make the most comprehensive case to date for economic reparations for U.S. descendants of slavery. After opening the book with a stark assessment of the intergenerational effects of white supremacy on black economic well-being, Darity and Mullen look to both the past and the present to measure the inequalities borne of slavery. Using innovative methods that link monetary values to historical wrongs, they next assess the literal and figurative costs of justice denied in the 155 years since the end of the Civil War. Finally, Darity and Mullen offer a detailed roadmap for an effective reparations program, including a substantial payment to each documented U.S. black descendant of slavery. Taken individually, any one of the three eras of injustice outlined by Darity and Mullen--slavery, Jim Crow, and

modern-day discrimination--makes a powerful case for black reparations. Taken collectively, they are impossible to ignore.

### **The Wall Street Journal. Complete Retirement Guidebook**

Almost Everything You Need to Know About Leading the Good Life Too many decisions. Too many choices. What today's smart consumer must have is a money-and-time-saving guide for conducting the "business of life"—both the big challenges, such as getting top-notch health care for the family and the best education for the kids, and the pleasurable ones, like plotting the family summer vacation. Nancy Keates and her expert colleagues at The Wall Street Journal provide all-new material that gives the lowdown on: The Savvy Traveler: How to cut to the chase and not only avoid the indignity of cramped plane seats and overpriced tickets, but also get the best and safest seats at the same time. The Fine Art of Dining and Drinking: Landing the hottest table in town—at a discount; picking wine without becoming a wine snob; and learning about "barley matters"—the newest, hottest beers. How to Speak Geek: Demystifying tech trends, with smart advice on not only what high-tech gadgets to buy but how to shop for them. Everything You Need to Know About Buying, Selling and Financing a Car: How to get the best and safest vehicle at the best price. Real Estate: Will the bubble burst? Here's how to be an informed buyer and seller along with the basics of remodeling and designing your home. How to Be an Informed Patient: Choosing

a hospital, playing private investigator with your M.D., and learning about the tests you really ought to have (even if you have to pay for them yourself). Getting Real Bang for Your Education Bucks: What you need to know from preschool through college and graduate school. The Great Balancing Act: Managing work and family, and finding out how to avoid the overstretched child and parent syndromes. Financing Your Life: It was easy in the 1990s, but the world has changed dramatically. Here's how to deal with the new world of saving, investing and borrowing money. Shopping: The New Sex? Throw away your Kama Sutra. The number one thrill in shopping is getting a good deal—here's how to play the game and get the best stuff at the best price. The Wall Street Journal Guide to the Business of Life is both an instruction manual for living life to the fullest and a fun read about what really matters in the day-to-day. It has all the basic insight and information you need to navigate through life along with hilarious side trips such as “The Three-Decorator Experience” and “Cruises: Sailing New Waters.”

### **The Wall Street Journal Guide to Understanding Money & Investing**

Shows how to use the Journal to understand the business cycle, federal fiscal policy, the stock market, and international transactions

## **Nobody's Slave**

Are you looking for a mere job—the kind where you do virtually the same thing day after day, year after year, and spend the hours counting down the minutes until the clock hits five p.m.? Or are you looking for a career—the kind that engages your interests and passions, constantly presents new and exciting opportunities and challenges, and allows you to grow personally and professionally? If you chose the latter, this is the book for you. In *The Wall Street Journal Guide to Building Your Career*, former Wall Street Journal careers editor Jennifer Merritt shows you how to build the foundation for the fulfilling professional career that leads to that corner office. She'll walk you through how to:

- Select and nab that important career-launching college internship
- Ace your first interview—and blow them away in the second round
- Navigate the unwritten rules of any office culture
- Negotiate tastefully and successfully for the salary your skills are worth
- Get that critical promotion when you're at the peak of your learning curve
- Choose the mentor (or mentors) who can best help you achieve your goals
- Leap ahead of other high achievers racing you to the top

Drawing on advice from industry experts, career coaches, and ordinary people who've made the climb themselves, Merritt offers insider tips for landing and moving up in the kind of job that's not just about earning a paycheck but about realizing your ambitions and achieving the kind of success you've always dreamed of.

## **The Wall Street Journal Essential Guide to Management**

The story of the man who transformed The Wall Street Journal and modern media. In 1929, Barney Kilgore, fresh from college in small-town Indiana, took a sleepy, near bankrupt New York financial paper—The Wall Street Journal—and turned it into a thriving national newspaper that eventually was worth \$5 billion to Rupert Murdoch. Kilgore then invented a national weekly newspaper that was a precursor of many trends we see playing out in journalism now. Tofel brings this story of a little-known pioneer to life using many previously uncollected newspaper writings by Kilgore and a treasure trove of letters between Kilgore and his father, all of which detail the invention of much of what we like best about modern newspapers. By focusing on the man, his journalism, his foresight, and his business acumen, *Restless Genius* also sheds new light on the Depression and the New Deal. At a time when traditional newspapers are under increasing threat, Barney Kilgore's story offers lessons that need constant retelling.

## **The Wall Street Journal Guide to Information Graphics**

Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That's why

there is no better resource than The Wall Street Journal Complete Small Business Guidebook, a practical guide for turning your entrepreneurial dreams into a successful company, from America's most trusted source of financial advice. It answers would-be business owners' biggest question—how do I fund my venture?—then explains the mechanics of building, running and growing a profitable business. You'll learn:

- How to write a winning business plan
- Secrets to finding extra money during the lean years and beyond
- Ways to keep your stress in check while maintaining a work/life balance
- How to manage your time, including taking vacations and dealing with sick days
- Strategies for keeping your business running smoothly—from investing in technology to hiring the right people
- Marketing and management basics
- When angel investors or venture capital might be an appropriate way to grow
- How to execute your exit strategy

Running the show may not always be easy, but the rewards can be tremendous. You may be on the job 24/7, but you have the freedom to call the shots, to hire whomever you want, to work when you want and to take your business as far as you want to go.

### **The Wall Street Journal Guide to the Business of Life**

The timely, never-before-told story of five brilliant, passionate women who, in the early 1960s, converged at the newly founded Radcliffe Institute for Independent Study and became friends as well as artistic collaborators, and who went on to

shape the course of feminism in ways that are still felt today. In 1960, Harvard's sister college, Radcliffe, announced the founding of an Institute for Independent Study, a "messy experiment" in women's education that offered paid fellowships to those with a PhD or "the equivalent" in artistic achievement. Five of the women who received fellowships--poets Anne Sexton and Maxine Kumin, painter Barbara Swan, sculptor Mariana Pineda, and writer Tillie Olsen--quickly formed deep bonds with one another that would inspire and sustain their most ambitious work. They called themselves "the Equivalents." Drawing from notebooks, letters, recordings, journals, poetry, and prose, Maggie Doherty weaves a moving narrative of friendship and ambition, art and activism, love and heartbreak, and shows how the institute spoke to the condition of women on the cusp of liberation.

### **Couples That Work**

A collection of essays offers advice on such subjects as balancing home and work, child care, and difficult bosses

### **The Equivalents**

An inspiring look at the hidden stars in every field who perform essential work without recognition In a culture where so many strive for praise and glory, what

kind of person finds the greatest reward in anonymous work? Expanding from his acclaimed Atlantic article, "What Do Fact-Checkers and Anesthesiologists Have in Common?" David Zweig explores what we can all learn from a modest group he calls "Invisibles." Their careers require expertise, skill, and dedication, yet they receive little or no public credit. And that's just fine with them. Zweig met with a wide range of Invisibles to discover first hand what motivates them and how they define success and satisfaction. His fascinating subjects include: \* a virtuoso cinematographer for major films. \* the lead engineer on some of the world's tallest skyscrapers. \* a high-end perfume maker. \* an elite interpreter at the United Nations. Despite the diversity of their careers, Zweig found that all Invisibles embody the same core traits. And he shows why the rest of us might be more fulfilled if we followed their example. From the Hardcover edition.

### **The New Corner Office**

Looking for ways to handle the transition to a digital economy Robots, artificial intelligence, and driverless cars are no longer things of the distant future. They are with us today and will become increasingly common in coming years, along with virtual reality and digital personal assistants. As these tools advance deeper into everyday use, they raise the question—how will they transform society, the economy, and politics? If companies need fewer workers due to automation and robotics, what happens to those who once held those jobs and don't have the skills

for new jobs? And since many social benefits are delivered through jobs, how are people outside the workforce for a lengthy period of time going to earn a living and get health care and social benefits? Looking past today's headlines, political scientist and cultural observer Darrell M. West argues that society needs to rethink the concept of jobs, reconfigure the social contract, move toward a system of lifetime learning, and develop a new kind of politics that can deal with economic dislocations. With the U.S. governance system in shambles because of political polarization and hyper-partisanship, dealing creatively with the transition to a fully digital economy will vex political leaders and complicate the adoption of remedies that could ease the transition pain. It is imperative that we make major adjustments in how we think about work and the social contract in order to prevent society from spiraling out of control. This book presents a number of proposals to help people deal with the transition from an industrial to a digital economy. We must broaden the concept of employment to include volunteering and parenting and pay greater attention to the opportunities for leisure time. New forms of identity will be possible when the "job" no longer defines people's sense of personal meaning, and they engage in a broader range of activities. Workers will need help throughout their lifetimes to acquire new skills and develop new job capabilities. Political reforms will be necessary to reduce polarization and restore civility so there can be open and healthy debate about where responsibility lies for economic well-being. This book is an important contribution to a discussion about tomorrow—one that needs to take place today.

### **Eat Sleep Work Repeat**

Drawing on her 18 years of experience working remotely, plus original interviews with managers, employees, and free agents who've perfected their remote routines, Laura Vanderkam shares strategies for productivity, creativity, and health in the new corner office. How do you do great work while sitting near the same spot where you watch Netflix? How can you be responsive without losing the focus necessary for getting things done? How can you maintain and grow your network when you spend less time face to face? The key is to detach yourself from old ways of working and adopt new habits to match your new environment. Long before public health concerns pushed many of us indoors, some of the most successful people fueled their careers with carefully perfected work-from-home routines. Drawing on those profiles and her own insights, productivity expert and mother of five Laura Vanderkam reveals how to turn "being cooped up" into the ultimate career advantage. Her hacks include:

- Manage by task, not time. Going to an office for 8 hours makes you feel like you've done something, even if you haven't. Remote workers should set 3-5 ambitious goals for each day and consider the work day done when these are crossed off.
- Get the rhythm right. A well-planned day features time for focused work, interactive work, and rejuvenating breaks. In place of a commute, a consciously chosen shut down ritual keeps work from continuing all night.
- Nurture connections. Wise remote workers can build broader and more effective networks than people sitting in the same cubicle five days a week.

Whether you're an introvert or an extrovert, a self-starter or someone who prefers detailed directions, you can do your clearest thinking and deepest work at home--and have more energy left over to achieve personal goals or fuel bigger professional ambitions. In fact, soon you might find it hard to imagine working any other way.

### **The Busy Leader's Handbook**

Ranks one hundred accredited, full-time Masters of Business Administration programs throughout the United States and abroad, including listings of top schools for women and minorities, and top schools by industry and academic discipline.

### **Lean In**

“An important reminder of simple everyday practices to improve how we all work together, which will lead to greater team and individual happiness and performance. Great results will follow.”—Jack Dorsey, CEO of Twitter and Square  
“With just 30 changes, you can transform your work experience from bland and boring (or worse) to fulfilling, fun, and even joyful.”—Daniel Pink, author of *When and Drive*  
The vice president of Twitter Europe and host of the top business

podcast Eat Sleep Work Repeat offers thirty smart, research-based hacks for bringing joy and fun back into our burned out, uninspired work lives. How does a lunch break spark a burst of productivity? Can a team's performance be improved simply by moving the location of the coffee maker? Why are meetings so often a waste of time, and how can a walking meeting actually get decisions made? As an executive with decades of management experience at top Silicon Valley companies including YouTube, Google, and Twitter, Bruce Daisley has given a lot of thought to what makes a workforce productive and what factors can improve the workplace to benefit a company's employees, customers, and bottom line. In his debut book, he shares what he's discovered, offering practical, often counterintuitive, insights and solutions for reinvigorating work to give us more meaning, productivity, and joy at the office. A Gallup survey of global workers revealed shocking news: only 13% of employees are engaged in their jobs. This means that burn out and unhappiness at work are a reality for the vast majority of workers. Managers—and employees themselves—can make work better. Eat Sleep Work Repeat shows them how, offering more than two dozen research-backed, user-friendly strategies, including: Go to Lunch (it makes you less tired over the weekend) Suggest a Tea Break (it increases team cohesiveness and productivity) Conduct a Pre-Mortem (foreseeing possible issues can prevent problems and creates a spirit of curiosity and inquisitiveness) “Let's start enjoying our jobs again,” Daisley insists. “It's time to rediscover the joy of work.”

## **The State Against Blacks**

A practical approach to affording your kids from cradle to college. Bringing home your bouncing baby boy or girl should be an exciting time of celebration—not cause for worry about how you’re going to pay for feeding, clothing, and caring for your new bundle of expenses. The average family will spend between \$11,000 and \$16,000 during a new baby’s first year, and more than \$200,000 before a kid’s eighteenth birthday. Unfortunately, a second child only doubles your costs, with little economy of scale for each additional baby. Before you start using these statistics as birth control, take a deep breath and know that you can have a family and make a comfortable future for your children while saving for your own important goals. The Wall Street Journal Financial Guidebook for New Parents shows you the way, with information on how to:

- Safeguard your child’s well-being with wills, trusts, and life insurance
- Best weigh your child-care options and decide whether to go back to work
- Save on taxes with child-friendly tax credits and deductions plus tax-advantaged benefits at work
- Manage your family’s health-care costs
- Save for long-term costs by setting up a college fund
- Spend smart and save money at every stage of your child’s development
- Continue to contribute to your own retirement savings

From maternity (and paternity) leave to flexible spending accounts to 529 college plans, The Wall Street Journal Financial Guidebook for New Parents provides all the information you need to meet your child’s expenses while also protecting your family’s financial security.

## **The Wall Street Journal Guide to the Top Business Schools 2004**

Finding fulfillment in both love and work isn't easy--but it's possible. The majority of couples today are dual-career couples. As anyone who's part of such a relationship knows, this presents big challenges: trying to raise kids and achieve career goals while caring for and supporting your partner can seem impossible. Yet most advice for dual-career couples fails, framing the challenges as a zero-sum game in which one partner's gain is the other's loss and solutions feel like sacrifices or unsatisfactory trade-offs. This book is different. In *Couples That Work*, INSEAD professor Jennifer Petriglieri rejects conventional, one-size-fits-all solutions and instead focuses on how dual-career couples can tackle and resolve the challenges they face throughout their lives--together. She identifies three key phases of exploration and personal growth in every couple's work-life journey, showing how partners must navigate these together to strengthen their bond. Each phase is crystallized with a question: How can we make this work? The first phase focuses on the logistics of combining two busy lives and often involves the demands of young children. What do we really want? In the second phase, couples learn to navigate their midlife crises in ways that allow each partner to continue to feel happy and fulfilled. Who are we now? With careers winding down and kids grown up, this last phase offers new freedoms--and uncertainties. Based on a five-year research project, the book includes interviews with couples from over thirty countries--from executives to entrepreneurs and from twentysomething newlyweds

to dual-career grandparents. Filled with vivid real-life stories, keen insights, and engaging exercises, *Couples That Work* will help couples develop their own unique answers to that most pressing question: How can we successfully combine love and work?

### **War at the Wall Street Journal**

As you think about retirement, you've got facts to face, planning to do, decisions to make and numbers to crunch. With the experts at The Wall Street Journal to guide you, you'll learn how to tailor a financial plan for the lifestyle you want.

- Answers your biggest question—How big does my nest egg need to be?—by linking it to your particular hopes for how you want to spend your days in retirement
- Shows how to translate your dreams and interests into daily activities, whether traveling, opening a business, volunteering or going back to school
- Provides a timeline for decisions to make and steps to take ten years, five years and one year before you retire
- Offers tips on investing wisely and working with the right financial adviser
- Tells you how to maximize your benefits from Social Security and Medicare
- Guides you through the intricacies of 401(k)s, IRAs, annuities and other financial tools and resources

Today, the average person can expect to spend two decades in retirement—why leave it to chance? For all of its changes and challenges, a well-planned retirement could very well be the best part of your life.

### **The Mind at Work**

The Wall Street Journal Essential Guide to Management offers “Lasting Lessons from the Best Leadership Minds of Our Time.” Compiled by Alan Murray, Deputy Managing Editor of the Wall Street Journal, this is the definitive guide to how to be a successful manager from the world’s most respected business publication—an indispensable handbook for new managers and veterans alike, providing solid business strategies to help them put their best ideas to work.

### **The Wall Street Journal Complete Estate-planning Guidebook**

Longtime Wall Street Journal columnist Hal Lancaster is tired of feel-good career guides written by football coaches and soap opera actors who boil the complex workplace down to buzzwords and platitudes. Refreshing and controversial, *Promoting Yourself* asserts that readers can best build their careers not by listening to so-called gurus, but by studying others like them who have flourished. Through stories of real-life professionals, *Promoting Yourself* reveals a workplace that requires you to pit your competitive fire against a horde of ambitious bosses, peers, and subordinates, all seeking the brass ring of success. Lancaster shows you how with tough, savvy answers to the fundamental questions: How can you find the right job? How can you improve your job? When should you leave? How do you

survive your boss's foibles? How do you make sense of all the mergers, technological advances, and cultural changes that have muddied the career waters? When is it necessary to ignore the incessant calls of "family first"? Promoting Yourself gives readers the street smarts and insight needed to tackle the highly political and often unjust reality of corporate life.

### **The Wall Street Journal Guide to Building Your Career**

From America's most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we'll be able to live in the future. Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and, ultimately, retirement. From The Wall Street Journal, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you'll become a better steward of your own money, today and in the future. Consider The Wall Street Journal Complete Personal Finance Guidebook your cheat sheet to the finances of your life. This book will help you:

- Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more
- Establish realistic

budgets and savings plans • Develop an investment strategy that makes sense for you • Make the right financial decisions about real estate • Plan for retirement intelligently Also available—the companion to this guidebook: *The Wall Street Journal Personal Finance Workbook*, by Jeff D. Opdyke Get your financial life in order with help from *The Wall Street Journal*. Look for: • *The Wall Street Journal Complete Money and Investing Guidebook* • *The Wall Street Journal Complete Identity Theft Guidebook* • *The Wall Street Journal Complete Real Estate Investing Guidebook*

### **Restless Genius**

Your Road to Lifelong Financial Independence It's about time you felt empowered to better manage your money because—in tough economic times more than ever—your financial freedom depends on making smart choices. But it's hard to know where to begin, especially when you're just starting out. And of course, it only gets more complicated as you go through life: How do you establish good credit? Do you buy or rent? What kinds of health coverage do you really need? How do you actually stay afloat in an uncertain market? *The Wall Street Journal Guide to Starting Your Financial Life* gets you off on the right financial foot, from tackling everyday choices like cell-phone plans and pet ownership to big decisions such as smart investment strategies and buying a car or a house. You'll learn: • How to open your first checking and savings accounts, get your first credit card, and

establish good credit • The ins and outs of starting a job, including information about taxes, choosing health insurance options, and saving for retirement • How to budget for big purchases and expenses, such as paying off student loans, buying a car, and affording your housing • Strategies for buying the little things you want and need without going broke • The basics of investing, how to manage an inheritance, and the documents you need to protect your assets This valuable resource puts you in the driver's seat, so you will be in control of your money and on your way to achieving lifelong financial independence across any economic terrain.

### **The Wall Street Journal Book of Chief Executive Style**

Nobody's Slave has descriptive copy which is not yet available from the Publisher.

### **Promoting Yourself**

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional.

### **The Wall Street Journal Guide to Understanding Personal**

### **Finance**

The #1 international best seller *In Lean In*, Sheryl Sandberg reignited the conversation around women in the workplace. Sandberg is chief operating officer of Facebook and coauthor of *Option B* with Adam Grant. In 2010, she gave an electrifying TED talk in which she described how women unintentionally hold themselves back in their careers. Her talk, which has been viewed more than six million times, encouraged women to “sit at the table,” seek challenges, take risks, and pursue their goals with gusto. *Lean In* continues that conversation, combining personal anecdotes, hard data, and compelling research to change the conversation from what women can’t do to what they can. Sandberg provides practical advice on negotiation techniques, mentorship, and building a satisfying career. She describes specific steps women can take to combine professional achievement with personal fulfillment, and demonstrates how men can benefit by supporting women both in the workplace and at home. Written with humor and wisdom, *Lean In* is a revelatory, inspiring call to action and a blueprint for individual growth that will empower women around the world to achieve their full potential.

### **The Wall Street Journal Complete Money and Investing Guidebook**

A comprehensive book of “need-to-know” insights for busy leaders Being a great leader means getting the fundamentals right. It also means consistently doing the “little things” that make a positive difference in the lives of employees, customers, and other stakeholders. The Busy Leader’s Handbook: How to Lead People and Places That Thrive is a practical, easy-to-use book filled with gentle reminders of what we should be doing every day—especially when work is at its most intense. The Handbook is packed with proven best practices, tools, tips, and tactics for engaging employees, revitalizing cultures, delighting customers, and building high-performance companies. Short, succinct, and accessible, each chapter is “stand-alone,” offering helpful advice for meeting common business challenges. Plus, the strategies, approaches, and tactics are designed to be put into action immediately. Best-selling author, businessman, visionary, and entrepreneur Quint Studer draws on his 30-plus years of experience in helping organizations of all sizes and leaders at every level reach peak performance. Comprehensive in scope, his book overflows with insights and practical advice to help you make smart leadership decisions. For example: Why putting the right foundational structures in place early on creates clarity and heads off problems that cause businesses to struggle and fail The importance of followership: why being a good leader requires that you first be a good follower Why we tend to run from self-disruption and a sense of being unsettled (and how to learn to embrace them instead) Why leaders should seek consent, not consensus How to engage employees and create a positive workplace culture How to help employees find meaning and purpose in their work How to

conduct difficult conversations and resolve conflicts—and why having these skills (or not) can make or break you as a leader Advice for attracting and hiring the best talent, retaining them over time, and dealing with the low performers who drive them away Why mentoring is so powerful and how to encourage it inside your company Tips and tactics for seeing the world through your customer's eyes How to reduce customer anxiety (and encourage them to buy) with the right words at the right times for the right reasons The Busy Leader's Handbook functions as a desk reference and pocket guide for anyone in a leadership position. It's also a great training tool for onboarding new leaders. Whether you work for a start-up, a small or mid-size business, or a large corporation, this book will change how you think, inspire you to do your job better—and help your organization thrive.

### **The Future of Work**

Covers banking services, credit, home finance, financial planning, investments, and taxes.

### **Work & Family**

Almost Everything You Need to Know About Leading the Good Life Too many decisions. Too many choices. What today's smart consumer must have is a money-

and-time-saving guide for conducting the “business of life”—both the big challenges, such as getting top-notch health care for the family and the best education for the kids, and the pleasurable ones, like plotting the family summer vacation. Nancy Keates and her expert colleagues at The Wall Street Journal provide all-new material that gives the lowdown on: *The Savvy Traveler: How to cut to the chase and not only avoid the indignity of cramped plane seats and overpriced tickets, but also get the best and safest seats at the same time.* *The Fine Art of Dining and Drinking: Landing the hottest table in town—at a discount; picking wine without becoming a wine snob; and learning about “barley matters”—the newest, hottest beers.* *How to Speak Geek: Demystifying tech trends, with smart advice on not only what high-tech gadgets to buy but how to shop for them.* *Everything You Need to Know About Buying, Selling and Financing a Car: How to get the best and safest vehicle at the best price.* *Real Estate: Will the bubble burst? Here’s how to be an informed buyer and seller along with the basics of remodeling and designing your home.* *How to Be an Informed Patient: Choosing a hospital, playing private investigator with your M.D., and learning about the tests you really ought to have (even if you have to pay for them yourself).* *Getting Real Bang for Your Education Bucks: What you need to know from preschool through college and graduate school.* *The Great Balancing Act: Managing work and family, and finding out how to avoid the overstretched child and parent syndromes.* *Financing Your Life: It was easy in the 1990s, but the world has changed dramatically. Here’s how to deal with the new world of saving, investing and*

borrowing money. Shopping: The New Sex? Throw away your Kama Sutra. The number one thrill in shopping is getting a good deal—here’s how to play the game and get the best stuff at the best price. The Wall Street Journal Guide to the Business of Life is both an instruction manual for living life to the fullest and a fun read about what really matters in the day-to-day. It has all the basic insight and information you need to navigate through life along with hilarious side trips such as “The Three-Decorator Experience” and “Cruises: Sailing New Waters.”

### **Great at Work**

As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring, and managing software delivery. The Flow Framework will enable your company’s evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you’re driving your organization’s transformation at any level, this is the book for you.

## **The Wall Street Journal. Financial Guidebook for New Parents**

Featuring a new preface for the 10th anniversary As did the national bestseller *Nickel and Dimed*, Mike Rose's revelatory book demolishes the long-held notion that people who work with their hands make up a less intelligent class. He shows us waitresses making lightning-fast calculations, carpenters handling complex spatial mathematics, and hairdressers, plumbers, and electricians with their aesthetic and diagnostic acumen. Rose, an educator who is himself the son of a waitress, explores the intellectual repertory of everyday workers and the terrible social cost of undervaluing the work they do. Deftly combining research, interviews, and personal history, this is one of those rare books that has the capacity both to shape public policy and to illuminate general readers.

## **Bad Blood**

NEW YORK TIMES BEST SELLER • NAMED ONE OF THE BEST BOOKS OF THE YEAR  
BY: NPR, The New York Times Book Review, Time, Wall Street Journal, Washington Post • The McKinsey Business Book of the Year  
The full inside story of the breathtaking rise and shocking collapse of Theranos, the one-time multibillion-dollar biotech startup founded by Elizabeth Holmes—now the subject of the HBO documentary *The Inventor*—by the prize-winning journalist who first broke the

story and pursued it to the end. “The story is even crazier than I expected, and I found myself unable to put it down once I started. This book has everything: elaborate scams, corporate intrigue, magazine cover stories, ruined family relationships, and the demise of a company once valued at nearly \$10 billion.” —Bill Gates In 2014, Theranos founder and CEO Elizabeth Holmes was widely seen as the female Steve Jobs: a brilliant Stanford dropout whose startup “unicorn” promised to revolutionize the medical industry with a machine that would make blood testing significantly faster and easier. Backed by investors such as Larry Ellison and Tim Draper, Theranos sold shares in a fundraising round that valued the company at more than \$9 billion, putting Holmes’s worth at an estimated \$4.7 billion. There was just one problem: The technology didn’t work. A riveting story of the biggest corporate fraud since Enron, a tale of ambition and hubris set amid the bold promises of Silicon Valley.

### **The Irwin Guide to Using the Wall Street Journal**

Offers advice on estate-planning, identifies key documents, and explains the technical jargon.

### **The Wall Street Journal. Complete Personal Finance Guidebook**

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