

# Pdf Manual Starbucks Barista Aroma Grande Coffee Maker

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*Pdf Manual Starbucks Barista Aroma Grande Coffee Maker*

2023-04-09

## TREVINO JAQUAN

*Clean My Space* Penguin

A free open access ebook is available upon publication. Learn more at [www.luminosoa.org](http://www.luminosoa.org). *Of Love and Papers* explores how immigration policies are fundamentally reshaping Latino families. Drawing on two waves of interviews with undocumented young adults, Enriquez investigates how immigration status creeps into the most personal aspects of everyday life, intersecting with gender to constrain family formation. The imprint of illegality remains, even upon obtaining DACA or permanent residency. Interweaving the perspectives of US citizen romantic partners and children, Enriquez illustrates the multigenerational punishment that limits the upward mobility of Latino families. *Of Love and Papers* sparks an intimate understanding of contemporary US immigration policies and their enduring consequences for immigrant families.

*Soft Skills* Penguin

Anda mungkin beruntung memiliki pekerjaan atau proyek mendatang dengan visi yang cemerlang. Namun, upaya mewujudkan visi ini sering kali tak mudah. Setiap hari Anda gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu, dan proyek jangka panjang yang hanya berdasarkan asumsi. Sudah waktunya Anda mencoba Sprint, sebuah metode untuk memecahkan masalah dan menguji ide-ide baru, menyelesaikan lebih banyak hal dengan efisien. Buku ini ditulis Jake Knapp, mantan Design Partner Google Ventures, untuk menuntun Anda merasakan pengalaman menerapkan metode yang telah mendunia ini. Sprint mewujudkan pengeksekusian ide besar hanya dalam lima hari. Menuntun tim Anda dengan checklist lengkap, mulai dari Senin hingga Jumat. Menjawab segala pertanyaan penting yang sering kali hanya disimpan di benak mereka yang sedang menguji ide/konsep/produk. Sprint juga membantu Anda lebih menikmati setiap proses. Anda bisa mengamati dan bergabung dengan ratusan dari pelaku Sprint di seluruh dunia melalui tagar #sprintweek di Twitter. Sebuah proyek besar terjadi pada 2009. Seorang insinyur Gmail bernama Peter Balsiger mencetuskan ide mengenai surel yang bisa teratur secara otomatis. Saya sangat tertarik dengan idenya—yang disebut “Kotak Masuk Prioritas”—dan merekrut insinyur lain, Annie Chen, untuk bergabung bersama kami. Annie setuju, tetapi dia hanya punya waktu sebulan untuk mengerjakannya. Kalau kami tidak bisa membuktikan bahwa ide itu bisa diterapkan dalam jangka waktu tersebut, Annie akan beralih ke proyek lainnya. Saya yakin waktunya tidak akan cukup, tetapi Annie adalah insinyur yang luar

biasa. Jadi, saya memutuskan untuk menjalaninya saja. Kami membagi waktu sebulan itu ke dalam empat bagian yang masing-masing lamanya seminggu. Setiap pekan, kami menggarap desain baru. Annie dan Peter membuat purwarupa, lalu pada akhir minggu, kami menguji desain ini bersama beberapa ratus orang lainnya. Pada akhir bulan, kami menemukan solusi yang bisa dipahami dan diinginkan orang-orang. Annie tetap menjadi pemimpin untuk tim Kotak Masuk Prioritas. Dan entah bagaimana caranya, kami berhasil menyelesaikan tugas desainnya dalam waktu yang lebih singkat dari biasanya. Beberapa bulan kemudian, saya mengunjungi Serge Lachapelle dan Mikael Drugge, dua orang karyawan Google di Stockholm. Kami bertiga ingin menguji ide perangkat lunak untuk konferensi video yang bisa dijalankan lewat peramban. Karena saya berada di kota tersebut hanya selama beberapa hari, kami bekerja secepat mungkin. Pada penghujung kunjungan saya, kami berhasil menyelesaikan purwarupanya. Kami mengirimkannya ke rekan kerja kami lewat surel dan mulai menggunakannya dalam rapat. Dalam beberapa bulan, seluruh perusahaan sudah bisa menggunakannya. (Selanjutnya, versi yang sudah dipoles dan disempurnakan dari aplikasi berbasis web tersebut dikenal sebagai Google Hangouts.) Dalam kedua kasus tersebut, saya menyadari bahwa saya bekerja jauh lebih efektif ketimbang rutinitas kerja harian saya atau ketika mengikuti lokakarya diskusi sumbang saran. Apa yang membedakannya? Saya menimbang kembali lokakarya tim yang saya gagas sebelumnya. Bagaimana kalau saya memasukkan elemen ajaib lainnya—fokus pada kerja individu, waktu untuk membuat purwarupa, dan tenggat yang tak bisa ditawar? Saya lalu menyebutkan, “sprint” desain. Saya membuat jadwal kasar untuk sprint pertama saya: satu hari untuk berbagi informasi dan mereka ide, diikuti dengan empat hari pembuatan purwarupa. Sekali lagi, tim Google menyambut baik eksperimen ini. Saya memimpin sprint untuk mendesain Chrome, Google Search, Gmail, dan proyek-proyek lainnya. Ini sangat menarik. Sprint ini berhasil. Ide-ide diuji, dibangun, diluncurkan, dan yang terbaik, kebanyakan dari ide-ide ini berhasil diterapkan dalam dunia nyata. Proses sprint menyebar di seisi Google dari satu tim ke tim lain, dari satu kantor ke kantor lain. Seorang desainer dari Google X tertarik dengan metode ini, jadi dia menjalankan sprint untuk sebuah tim di Google Ads. Anggota tim dalam sprint di Ads kemudian menyampaikannya kepada kolega mereka, dan begitu seterusnya. Dalam waktu singkat saya mendengar penerapan sprint dari orang-orang yang tidak saya kenal. Dalam perjalanannya, saya membuat beberapa kesalahan. Sprint pertama saya melibatkan empat puluh orang—jumlah yang sangat besar dan justru hampir menghambat sprint tersebut, bahkan sebelum dimulai. Saya menyesuaikan waktu yang diperlukan untuk mengembangkan ide dan pembuatan purwarupa. Saya jadi memahami mana yang terlalu cepat, terlalu lambat, hingga akhirnya menemukan yang waktu paling sesuai. Beberapa

tahun kemudian, saya bertemu Bill Maris untuk membicarakan sprint. Bill adalah CEO Google Ventures, perusahaan modal ventura yang didirikan Google untuk berinvestasi pada startup-startup potensial. Dia adalah salah satu orang berpengaruh di Silicon Valley. Namun, Anda tidak akan menyangkanya dari pembawaannya yang santai. Pada sore itu, dia mengenakan pakaian khususnya, yaitu topi bisbol dan kaus dengan tulisan tentang Vermont. Bill tertarik untuk menjalankan sprint dengan startup dalam portofolio GV. Startup biasanya hanya memiliki satu kesempatan emas untuk mendesain sebuah produk yang sukses, sebelum akhirnya kehabisan dana. Sprint bisa membantu mencari tahu apakah startup-startup ini berada di jalur yang tepat sebelum akhirnya mereka bisa berkecimpung dalam tahapan yang lebih berisiko untuk membangun dan meluncurkan produk mereka. Dengan menjalankan sprint, mereka bisa mendapatkan sekaligus menghemat uang. Namun agar berhasil, saya harus menyesuaikan proses sprint ini. Saya sudah berpikir mengenai produktivitas individu dan tim selama beberapa tahun. Namun, saya hampir tidak tahu apa-apa mengenai startup dan kebutuhan bisnis mereka. Tetap saja, antusiasme Bill meyakinkan saya bahwa Google Ventures adalah tempat yang tepat untuk menerapkan sprint—sekaligus tempat yang tepat bagi saya. “Ini misi kita,” ujarnya, “untuk bisa menemukan entrepreneur terbaik di muka bumi dan membantu mereka membuat dunia ini menjadi tempat yang lebih baik.” Saya tentu tak bisa menolaknya. Di GV, saya bergabung dengan tiga rekan lain: Braden Kowitz, John Zeratsky, dan Michael Margolis. Bersama, kami mulai menjalankan sprint dengan startup-startup, bereksperimen dengan prosesnya, dan menguji hasilnya agar bisa menemukan cara untuk memperbaikinya. Ide-ide dalam buku ini lahir dari semua anggota tim kami. Braden Kowitz memasukkan desain berbasis cerita dalam proses sprint, sebuah pendekatan tak biasa yang berfokus pada pengalaman konsumen alih-alih komponen individu atau teknologi. John Zeratsky membantu kami memulai dari akhir sehingga tiap sprint bisa membantu menjawab berbagai pertanyaan bisnis paling penting. Braden dan John memiliki pengalaman dalam bisnis dan startup, hal yang tidak saya miliki, dan mereka menyesuaikan prosesnya untuk menciptakan fokus yang lebih baik dan keputusan yang lebih cerdas di tiap sprint. Michael Margolis mendorong kami untuk mengakhiri tiap sprint dengan pengujian di dunia nyata. Dia menjalankan riset konsumen, yang perencanaan dan pelaksanaannya bisa menghabiskan waktu berminggu-minggu, dan menemukan cara untuk mendapatkan hasil yang jelas hanya dalam sehari. Ini benar-benar sebuah keajaiban. Kami tidak perlu lagi menebak-nebak apakah solusi kami bagus atau tidak karena di akhir tiap sprint, kami mendapatkan jawabannya. Kemudian ada Daniel Burka, seorang entrepreneur yang mendirikan dua startup sebelum menjual salah satunya ke Google dan bergabung dengan GV. Saat kali pertama menjelaskan proses sprint kepadanya, dia skeptis. Baginya, sprint terdengar seperti serangkaian proses manajemen yang rumit. Namun, dia sepakat untuk mencoba salah satunya. “Dalam sprint pertama itu, kami memangkas prosesnya dan menciptakan sesuatu yang ambisius hanya dalam sepekan. Saya benar-benar jatuh hati.” Setelah kami berhasil meyakinkannya, pengalaman langsung Daniel sebagai seorang pendiri startup dan sikapnya yang tidak menoleransi omong kosong membantu kami menyempurnakan prosesnya. Sejak sprint pertama di GV pada 2012, kami telah beradaptasi dan bereksperimen. Mulanya kami mengira pembuatan purwarupa dan riset yang cepat hanya akan berhasil untuk produk berskala besar. Mampukah kami bergerak sama cepatnya jika konsumen kami adalah para ahli di berbagai bidang seperti kesehatan dan keuangan? Tanpa disangka, proses lima

hari ini bisa bertahan. Proses ini sesuai untuk semua jenis konsumen, mulai dari investor sampai petani, dari onkolog sampai pemilik bisnis skala kecil. Juga bagi situs web, aplikasi iPhone, laporan medis, hingga perangkat keras berteknologi tinggi. Tidak hanya untuk mengembangkan produk, kami juga menggunakan sprint untuk menentukan prioritas, strategi pemasaran, bahkan menamai perusahaan. Proses ini berulang-ulang menyatukan tim dan menjadikan ide-ide menjadi nyata. Selama beberapa tahun belakangan, tim kami mendapatkan beragam kesempatan untuk bereksperimen dan memvalidasi ide kami mengenai proses kerja. Kami menjalankan lebih dari seratus sprint bersama dengan startup-startup dalam portofolio GV. Kami bekerja bersama, sekaligus belajar dari para entrepreneur brilian seperti Anne Wojcicki (pendiri 23andMe), Ev Williams (pendiri Twitter, Blogger, dan Medium), serta Chad Hurley dan Steve Chen (pendiri YouTube). Pada awalnya, saya hanya ingin membuat hari-hari kerja saya efisien dan berkualitas. Saya ingin berfokus pada apa yang benar-benar penting dan menjadikan waktu saya berharga—bagi saya, tim, dan konsumen kami. Kini, lebih dari satu dekade kemudian, proses sprint secara konsisten telah membantu saya meraih mimpi tersebut. Dan saya sangat senang berbagi mengenai hal tersebut dengan Anda dalam buku ini. Dengan keberuntungan, Anda bisa memilih pekerjaan Anda karena visi yang tajam. Anda ingin berbagi visi tersebut kepada dunia, baik yang berupa pesan, layanan, maupun pengalaman, dengan perangkat lunak maupun keras, atau bahkan—sebagaimana dicontohkan dalam buku ini—sebuah cerita atau ide. Namun, mewujudkan visi ini tak mudah. Gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat sehabisan yang menyita waktu Anda, dan proyek jangka panjang yang hanya berdasarkan asumsi. Prosesnya tidak harus selalu seperti ini. Sprint menawarkan jalur untuk memecahkan masalah-masalah besar, menguji ide-ide baru, menyelesaikan lebih banyak hal, dan melakukan semuanya dengan lebih cepat. Sprint juga membantu Anda lebih menikmati prosesnya. Dengan kata lain, Anda benar-benar harus mencobanya sendiri. Ayo kita mulai. —Jake Knapp San Francisco, Februari 2016 [Mizan, Bentang Pustaka, Manajemen, Ide, Kreatif, Inovasi, Motivasi, Dewasa, Indonesia] spesial seri bentang bisnis & startup

#### **Espresso** Harper Collins

Discover the foundations of software engineering with this easy and intuitive guide In the newly updated second edition of Beginning Software Engineering, expert programmer and tech educator Rod Stephens delivers an instructive and intuitive introduction to the fundamentals of software engineering. In the book, you'll learn to create well-constructed software applications that meet the needs of users while developing the practical, hands-on skills needed to build robust, efficient, and reliable software. The author skips the unnecessary jargon and sticks to simple and straightforward English to help you understand the concepts and ideas discussed within. He also offers you real-world tested methods you can apply to any programming language. You'll also get: Practical tips for preparing for programming job interviews, which often include questions about software engineering practices A no-nonsense guide to requirements gathering, system modeling, design, implementation, testing, and debugging Brand-new coverage of user interface design, algorithms, and programming language choices Beginning Software Engineering doesn't assume any experience with programming, development, or management. It's plentiful figures and graphics help to explain the foundational concepts and every chapter offers several case examples, Try It Out, and How It

Works explanatory sections. For anyone interested in a new career in software development, or simply curious about the software engineering process, *Beginning Software Engineering, Second Edition* is the handbook you've been waiting for.

**Good Economics for Hard Times** Penguin

The wildly popular YouTube star behind CLEAN MY SPACE presents the breakthrough solution to cleaning better with less effort. Melissa Maker is beloved by fans all over the world for her completely re-engineered approach to cleaning. As the dynamic new authority on home and living, Melissa knows that to invest any of our precious time in cleaning, we need to see big, long-lasting results. So, she developed her method to help us get the most out of our effort and keep our homes fresh and welcoming every day. In her long-awaited debut book, she shares her revolutionary 3-step solution:

- Identify the most important areas (MIAs) in your home that need attention
- Select the proper products, tools, and techniques (PTT) for the job
- Implement these new cleaning routines so that they stick

Clean My Space takes the chore out of cleaning with Melissa's incredible tips and cleaning hacks (the power of pretreating!), her lightning fast 5-10 minute "express clean" routines for every room when time is tightest, and her techniques for cleaning even the most daunting places and spaces. And a big bonus: Melissa gives guidance on the best non-toxic, eco-conscious cleaning products and offers natural cleaning solution recipes you can make at home using essential oils to soothe and refresh. With Melissa's simple, groundbreaking method you can truly live in a cleaner, more cheerful, and calming home all the time.

**The Blue Bottle Craft of Coffee** Weldon Owen

This text seeks to raise the curtain on competitive pricing strategies and asserts that businesses often miss their best opportunity for providing consumers with what they want - an experience. It presents a strategy for companies to script and stage the experiences provided by their products.

**Everything But Espresso** Jaico Publishing House

Beginning with a brief history of the coffee bean, this indispensable tome elucidates the four fundamental necessities for making a perfect espresso drink: the blend, the grind, the machine and the skills of the barista. The first half of the book covers traditional coffee drinks such as lattes and cappuccinos in addition to lesser known alcoholic drinks such as the caf© agave, while the second half deals with the most delectable sweet coffee accompaniments such as cookies and cupcakes.

**The World Atlas of Coffee** Bentang Pustaka

The Coffee Guide is the world's most extensive, hands-on, and neutral source of information on the international coffee trade.

**Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks)** Harper Collins

A Starbucks executive reveals how to draw on the successful coffee-house chain's examples in order to promote business success, sharing inside stories about key turning points in Starbucks' history to illustrate how the company came to embrace its philosophy about putting people ahead of profits.

**The Experience Economy** Harvard Business Press

One of the country's most celebrated roasters explains how to choose, brew, and enjoy the new breed of artisan coffees at home, along with 40 inventive recipes that incorporate coffee or taste good with a cup. Blue Bottle Coffee Company has quickly become one of America's most celebrated

roasters. Famous for its complex and flavorful coffees, Blue Bottle delights its devoted patrons with exquisite pour-overs, delicious espressi, and specialized brewing methods. Yet as coffee production becomes more sophisticated with specialized extraction techniques and Japanese coffee gadgets, the new artisan coffees can seem out of reach. The Blue Bottle Craft of Coffee explains this new world from farm to cup, exploring the bounty of beans available and the intricate steps that go into sourcing raw coffee from around the globe. Blue Bottle founder James Freeman coaches you through brewing the perfect cup of coffee, using methods as diverse as French press, nel drip, siphon, and more to produce the best flavor. For coffee lovers who want to roll up their sleeves and go deeper, Freeman explains step by step how to roast beans at home using standard kitchen tools—just like he did when starting out. The Blue Bottle Craft of Coffee also introduces a home technique for cupping, the industry method of tasting coffees for quality control, so you can hone your taste and share your meticulously roasted coffee with friends. Rounding out the book are more than thirty inventive recipes from Blue Bottle pastry chef and former Miette bakery owner Caitlin Freeman that incorporate coffee or just taste particularly good with coffee, such as Saffron Vanilla Snickerdoodles, Stout Coffee Cake with Pecan-Caraway Streusel, Affogato with Smoky Almond Ice Cream, Coffee Panna Cotta, and more. With more than one hundred stunning photographs showing coffee's journey from just-harvested cherry to perfect drink, this distinctive and deep guide to the new breed of amazing coffees from one of the top artisan coffee makers will change the way you think about—and drink—coffee.

**Brand Admiration** Rodale Books

This introductory textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage market and its five main sectors - fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering. New to this edition are case studies covering the latest industry developments, and coverage of contemporary environmental concerns, such as sourcing, sustainability and responsible farming. It is illustrated in full colour and contains end-of-chapter summaries and revision questions to test your knowledge as you progress. Written by authors with many years of industry practice and teaching experience, this book is the ideal guide to the subject for hospitality students and industry practitioners alike.

**The Coffee Guide** Chronicle Books

In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In *Onward*, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. *Onward* is a compelling, candid narrative documenting the maturing of a brand as well as a businessman.



Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.

*The Craft and Science of Coffee* Time Inc. Books

The franchisee manual will tell you about: what franchising is; whether the code applies to you and your business; the advantages, disadvantages and responsibilities of being a franchisee; steps you should take before choosing a franchise; how you should research and verify information given to you about a franchise; steps you should take to understand and evaluate your franchise agreement; what you should do if you have a dispute with your franchisor; answers to frequently asked questions; where you should go for more information.

*Onward* John Wiley & Sons

Make every day healthy and delicious with *Salad of the Day*, now available in an affordable paperback. Get inspired with gorgeous photography and great recipes for a year's worth of fresh salads and dressings. Cooks of every skill level will find inspiration for easy, healthy meals in *Salad of the Day*, a calendar-style cookbook offering 365 enticing salads for any season, occasion, or mood. Vibrant, fresh, and versatile, salads make a fantastic meal or side dish any day of the year. Capture the essence of spring with a pasta salad featuring sugar snap peas and slender asparagus. Savor the flavors of summer with juicy ripe tomatoes and sweet corn kernels tossed with piquant blue cheese. In autumn, enjoy a warm wild mushroom salad dressed in bacon vinaigrette. During the winter, pair bright citrus fruits with skirt steak and peppery arugula. Each recipe includes dressing recommendations, and helpful notes offer serving and substitution ideas.

**It's Not about the Coffee** Penguin

This book comprehensively covers topics such as agronomy, green coffee processing, roasting/grinding, packaging, percolating and decaffeination techniques.

**Coffee Roasting** Mitchell Beazley

I set out with the goal to understand the ways in which the roast profile affects the flavor of the coffee. Through a large amount of research and experimentation, I have developed what I would consider a unified theory of coffee roasting with regards to how it affects the flavors being developed in the bean. This has helped me understand and intentionally manipulate the flavor of coffees that I am roasting since. I hope it will be as beneficial a paradigm for you as it has for me.

*Jony Ive* University of California Press

"An adulating biography of Apple's left-brained wunderkind, whose work continues to revolutionize modern technology." —Kirkus Reviews In 1997, Steve Jobs discovered a scruffy British designer toiling away at Apple's headquarters, surrounded by hundreds of sketches and prototypes. Jony Ive's collaboration with Jobs would produce some of the world's most iconic technology products, including the iMac, iPod, iPad, and iPhone. Ive's work helped reverse Apple's long decline, overturned entire industries, and created a huge global fan base. Yet little is known about the shy, soft-spoken whiz whom Jobs referred to as his "spiritual partner." Leander Kahney offers a detailed portrait of the English art school student with dyslexia who became the most acclaimed tech designer of his generation. Drawing on interviews with Ive's former colleagues and Apple insiders, Kahney "takes us inside the creation of these memorable objects." (The Wall Street Journal)

**The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary** McGraw

Hill Professional

With both color & B & W photos & literary musings, this book celebrates one of coffee's purest forms, with its deliciously bitter taste & irresistible aroma. Complete with over 20 delicious recipes from the savory to the sweet, this is an essential book for coffee-lovers around the world.--amazon.com.

**Modulating the Flavor Profile of Coffee** Penguin

Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

*Good Strategy Bad Strategy* Routledge

The highly anticipated cookbook from the immensely popular food blog Minimalist Baker, featuring 101 all-new simple, vegan recipes that all require 10 ingredients or less, 1 bowl or 1 pot, or 30 minutes or less to prepare Dana Shultz founded the Minimalist Baker blog in 2012 to share her passion for simple cooking and quickly gained a devoted worldwide following. Now, in this long-awaited debut cookbook, Dana shares 101 vibrant, simple recipes that are entirely plant-based, mostly gluten-free, and 100% delicious. Packed with gorgeous photography, this practical but inspiring cookbook includes: • Recipes that each require 10 ingredients or less, can be made in one bowl, or require 30 minutes or less to prepare. • Delicious options for hearty entrées, easy sides, nourishing breakfasts, and decadent desserts—all on the table in a snap • Essential plant-based pantry and equipment tips • Easy-to-follow, step-by-step recipes with standard and metric ingredient measurements Minimalist Baker's Everyday Cooking is a totally no-fuss approach to cooking for anyone who loves delicious food that happens to be healthy too.

*Beginning Software Engineering* Academic Press

Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and

provides a clear way to create and implement a powerful action-oriented strategy for the real world. Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response to—and approach for—overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect. Yet, Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” In *Good Strategy/Bad Strategy*, he debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.” He introduces nine sources of power—ranging from using leverage to effectively focusing on growth—that are eye-opening yet pragmatic tools that

can easily be put to work on Monday morning, and uses fascinating examples from business, nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to the Los Angeles Unified School District, from Cisco Systems to Paccar, and from Global Crossing to the 2007–08 financial crisis. Reflecting an astonishing grasp and integration of economics, finance, technology, history, and the brilliance and foibles of the human character, *Good Strategy/Bad Strategy* stems from Rumelt’s decades of digging beyond the superficial to address hard questions with honesty and integrity.