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# The Startup Way

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 Startup CEO

*The Startup Way*

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## MACIAS LENNON

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**The Bible Recap** Stanford University Press  
 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). *Shortcut Your Startup* John Wiley & Sons 24 Steps to Success! *Disciplined Entrepreneurship* will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren’t born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and

proven 24-step framework that any industrious person can learn and apply. You will learn: Why the “F” word – focus – is crucial to a startup’s success Common obstacles that entrepreneurs face – and how to overcome them How to use innovation to stand out in the crowd – it’s not just about technology Whether you’re a first-time or repeat entrepreneur, *Disciplined Entrepreneurship* gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/Disciplined-Entrepreneurship> Island Press

Have you ever closed your Bible and thought, What did I just read? Whether you’re brand-new to the Bible or you grew up in the second pew, reading Scripture can feel confusing or boring at times. Understanding it well seems to require reading it thoroughly (and even repeatedly), but who wants to read something they don’t understand? If you’ve ever wanted to read through the Bible or even just wanted to want to read it, *The Bible Recap* is here to help. Following a chronological Bible reading plan, these recaps explain and connect the story of Scripture, section by section. Soon you’ll see yourself as a child of God who knows and loves His Word in the ways you’ve always hoped for. You don’t have to go to seminary. You don’t need a special Bible. Just start reading this book alongside your Bible and see what God has to say about Himself in the story He’s telling. “Tara-Leigh gets me excited to read the Bible. Period. I have found a trusted guide to walk me into deeper understanding of the Scriptures.”--MICHAEL DEAN MCDONALD, the Bible Project

*The Start-Up J Curve* Random House Business Books

*The Startup Way* Crown Currency

*The First 20 Hours* PublicAffairs

After two decades of research on founders, a best-selling book on the subject, and experience teaching and mentoring thousands of students in this field, Noam Wasserman is a prominent authority on startups. Hearing from countless readers and students that his insights helped them with important life decisions, beyond the incubator and boardroom, Wasserman brings us a new book that applies to everyday life his research on the methods of successful startup founders. Like entrepreneurs, we all deal with uncertainty, tough decision-

making, and necessary problem-solving. Whether we freelance or work for large organizations, whether we’re married or single, have kids or not, we must be able to think on our feet, assess risks and opportunities, and recruit others to help us navigate them. This book offers important advice for envisioning change in our lives—from contemplating the next step in a relationship to making a radical career move—and managing changes to which we’ve already committed. We can learn to recognize our own well-worn patterns and keep our tendencies and habits in check, recruit a personal taskforce—our own board of directors—to advise us, and plan ahead for growth. With his extensive database of entrepreneurship case studies—from Pandora to Twitter to Nike—complemented with data on 20,000 founders, Wasserman is able to go deeply into the entrepreneurial mindset and show us how startups provide specific lessons for crafting our most successful lives.

**Introduction to Business** The Startup Way

Deep learning is often viewed as the exclusive domain of math PhDs and big tech companies. But as this hands-on guide demonstrates, programmers comfortable with Python can achieve impressive results in deep learning with little math background, small amounts of data, and minimal code. How? With *fastai*, the first library to provide a consistent interface to the most frequently used deep learning applications. Authors Jeremy Howard and Sylvain Gugger, the creators of *fastai*, show you how to train a model on a wide range of tasks using *fastai* and PyTorch. You’ll also dive progressively further into deep learning theory to gain a complete understanding of the algorithms behind the scenes. Train models in computer vision, natural language processing, tabular data, and collaborative filtering Learn the latest deep learning techniques that matter most in practice Improve accuracy, speed, and reliability by understanding how deep learning models work Discover how to turn your models into web applications Implement deep learning algorithms from scratch Consider the ethical implications of your work Gain insight from the foreword by PyTorch cofounder, Soumith Chintala

*Deep Learning for Coders with fastai and PyTorch* Simon and Schuster

The groundbreaking #1 New York Times bestseller that taught a generation how to transform their careers—now in a revised and updated edition “A profound book about self-determination and self-realization.”—Senator Cory Booker “The Startup of You is crammed with insights

and strategies to help each of us create the work life we want.”—Gretchen Rubin, author of *The Happiness Project* In this invaluable book, LinkedIn co-founder Reid Hoffman and venture capitalist Ben Casnocha show how to accelerate your career in today’s competitive world. The key is to manage your career as if it were a startup business: a living, breathing, growing startup of you. Why? Startups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn’t about cover letters or résumés. Instead, you will learn the best practices of the most successful startups and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, stitch together multiple gigs in a portfolio career, or are launching your own venture, you need to know how to

- adapt your career plans as pandemics rage and technologies upend industries
- develop a competitive advantage so that you stand out from others at work
- strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships
- engineer serendipity that produces life-changing career opportunities
- take proactive risks to become more resilient to industry tsunamis
- tap your network for information and intelligence that help you make smarter decisions

The career landscape has changed dramatically in the decade since Hoffman and Casnocha first published this guide. In an urgent update to the frameworks that have helped hundreds of thousands of people transform their careers, this new edition of *The Startup of You* will teach you how to achieve your boldest professional ambitions.

*Start-Up City* Penguin

Lead a life of adventure, meaning and purpose—and earn a good living. “Thoughtful, funny, and compulsively readable, this guide shows how ordinary people can build solid livings, with independence and purpose, on their own terms.”—Gretchen Rubin, author of the #1 New York Times bestseller *The Happiness Project* Still in his early thirties, Chris Guillebeau completed a tour of every country on earth and yet he’s never held a “real job” or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. Chris identified 1,500

individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and focused on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who've learned how to turn what they do into a gateway to self-fulfillment. It's all about finding the intersection between your "expertise"—even if you don't consider it such—and what other people will pay for. You don't need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you exactly how many dollars his group of unexpected entrepreneurs required to get their projects up and running; what these individuals did in the first weeks and months to generate significant cash; some of the key mistakes they made along the way, and the crucial insights that made the business stick. Among Chris's key principles: If you're good at one thing, you're probably good at something else; never teach a man to fish—sell him the fish instead; and in the battle between planning and action, action wins. In ancient times, people who were dissatisfied with their lives dreamed of finding magic lamps, buried treasure, or streets paved with gold. Today, we know that it's up to us to change our lives. And the best part is, if we change our own life, we can help others change theirs. This remarkable book will start you on your way.

#### *Shortcut Your Startup* HarperCollins

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. *The Four Steps to the Epiphany* launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and

business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

#### **The Startup Playbook** Currency

If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • **Bad Bedfellows.** Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • **False Starts.** In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. • **False Promises.** Success with early adopters can be misleading and give founders unwarranted confidence to expand. • **Speed Traps.** Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • **Help Wanted.** Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • **Cascading Miracles.** Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to

the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

#### **Go Do Deals** Baker Books

Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of *The Startup Playbook* SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of *Venture Deals*. We still give our personal, how-to guide for building your startup from the ground up. You'll find a collection of the major lessons and shortcuts we've learned that will shift the odds in your favor. We're sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We're on your side, the founder's side. While venture capitalists, investors, and accelerators/incubators can add great value in the startup ecosystem, this book isn't about their points of view. We'll tell you where our interests as founders diverge from those on the other side of the table—investors, bankers, advisors, board members, and others—and what to do when that happens. *The Startup Playbook* is not a recipe, it's not a template, it's not a list of tasks to do. It's our insider's guide to starting a company and running it successfully in those critical early months. Between us, we've started over a dozen high-tech software companies and raised over \$500 million in investment capital. We've acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We've also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We've had plenty of failures, too. And we've probably learned more from those than from the successes. We share those lessons as well. *The Startup Playbook* is full of our advice, guidance, do's, and don'ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to

achieve. "This book is extraordinarily fresh and exciting. In an accessible, straight talk fashion, this book is a manual, and an inspiration. The Startup Playbook is smart and avoids the 'I am so smart' over-writing endemic to the genre. Read this as it is presented. You'll be doing yourself a tremendous favor." —Amazon Reviewer [Surviving a Startup](#) Harvard Business Press

Girls mean business in a brand-new series about friendship and entrepreneurship that Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan*, calls "A great read!" All the great leaders had to start somewhere. And Teresa ("Resa" for short) is starting with the lemonade stand competition her teacher assigned to the class—but making it a success is going to be a lot harder than Resa thinks. The prize: line-skipping tickets to Adventure Central. The competition: Val, Resa's middle school nemesis. And the biggest obstacle to success: Resa's own teammates. Harriet is the class clown, Amelia is the new girl who thinks she knows best, and Didi is Resa's steadfast friend—who doesn't know the first thing about making or selling lemonade. The four of them quickly realize that the recipe for success is tough to perfect—but listening to each other is the first step. And making new friends might be the most important one... The back of each book in this middle-grade series features tips from the Startup Squad and an inspirational profile of a girl entrepreneur! An Imprint Book "An inspiring story about entrepreneurial girls. I loved this story of girls finding their way in the world of entrepreneurship." —Ann M. Martin, author of the *Baby-Sitters Club* series and Newbery Honor winner *A Corner of the Universe* "The Startup Squad encourages girls to dream big, work hard, and rely on each other to make good things happen. It teaches them how to succeed—and reminds all of us that girls mean business!" —Sheryl Sandberg, COO of Facebook and founder of LeanIn.Org and OptionB.Org "A great read that is fast-paced, fun, and empowering. The Startup Squad comes complete with a treasure trove of tips for starting a business." —Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan* This title has common core connections. [Building a Second Brain](#) Independently Published "Building a second brain is getting things done for the digital age. It's a ... productivity method for consuming, synthesizing, and remembering the vast amount of information we take in, allowing us to become more effective and creative

and harness the unprecedented amount of technology we have at our disposal"-- *The Titanic Effect* John Wiley & Sons From the Reum brothers—former Goldman Sachs investment bankers, successful operators, and investors—comes *Shortcut Your Startup*, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey from inception to sale. Complete with personal anecdotes and real-life advice from the business playing field, *Shortcut Your Startup* outlines Courtney and Carter's ten key "Startup Switchups" that flip traditional advice on its head: · Get into the Trenches · Know if You're a Speedboat or a Sailboat · Obsessively Take Advantage of Your Unfair Advantages · Do What You Do Best, and Outsource the Rest · Build in Flexibility and a Diversified Focus · Think Milestones, Not Time · Nail It Before You Scale It · 1 Percent Better Is 1000 Percent Better · Gain Buy-in with Heart-Based Momentum · Success Doesn't Equate to a Successful Exit Whether you're a veteran entrepreneur looking for new ways to boost performance and reinvent your brand, or an aspiring entrepreneur ready to take a leap of faith, *Shortcut Your Startup* is essential reading to speed up your success!

**The Startup Growth Book** John Wiley & Sons

An essential guide to building supportive entrepreneurial communities "Startup communities" are popping up everywhere, from cities like Boulder to Boston and even in countries such as Iceland. These types of entrepreneurial ecosystems are driving innovation and small business energy. *Startup Communities* documents the buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneur turned-venture capitalist Brad Feld's experience in the field?as well as contributions from other innovative startup communities?this reliable resource skillfully explores what it takes to create an entrepreneurial community in any city, at any time. Along

the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more. Details the four critical principles needed to form a sustainable startup community Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.

**The Startup Gold Mine** Lioncrest Publishing

A predictable pattern of success Entrepreneurs who have read early drafts of *The Start-Up J Curve* responded, "I wish I had this book years ago." A start-up unfolds in a predictable pattern; the more aware entrepreneurs are of this pattern, the better able they will be to capitalize on it. Author Howard Love calls this pattern the start-up J Curve: The toughest part of the endeavor is the time between the actual start of a new business and when the product and model are firmly established. The Start-Up J Curve gives entrepreneurs the tools they need to get through the early challenges so they can reach the primary value creation that lies beyond. Love brings thirty-five years of start-up experience to this comprehensive guide to starting a business. He outlines the six predictable stages of start-up growth and details the activities that should be undertaken at each stage to ensure success and to avoid common pitfalls. Instead of feeling lost and confused after a setback, start-up founders and investors can anticipate the challenges, overcome the obstacles, and ride the curve to the top.

*The Startup Squad*

50+ Proven Ways to Scale Your Startup Without a Marketing Budget Marketing is consistently considered one of the main reasons that startups fail, and every year, tens of thousands of businesses close simply because they didn't prioritize marketing early enough. The problem is that many startup founders believe they cannot do any real marketing until they can afford it, and that's simply not true, because Marketing doesn't have to cost a dime! After 15 years handling growth for startups, Andrew Lee Miller, an accomplished, early-stage startup marketing expert, who's taken three

young companies to multi-million dollar exits, found that there were tons of valuable growth strategies that could be implemented that don't cost anything. Bootstrapped Marketing, Growth Hacking, Organic Marketing and more, all refer to the lesser known ways of attaining scalable growth for your business without a large "war chest" for paid advertising, and Andrew has spent over a decade developing, testing, and proving out the best of the best strategies that actually work. The Startup Growth Book then is the culmination of Andrew's 15+ years of in-the-trenches startup growth experience and is the only business book out there that actually teaches entrepreneurs and marketers how to build sustainable, scalable growth, channel by channel, with zero advertising budget. Tried and tested by Andrew himself, this book directly draws from Andrew's experiences scaling over 100 startups in over a dozen nations and languages. This book is ideal for young marketers who want to learn cutting-edge tactics from a master, as well as new businesses that want to grow organically and prove traction without spending cash on Paid Advertising. For the first time ever, Andrew will show you how to scale organically using 10 different channels. Learn exactly how to launch and scale these channels without spending money: - Public Relations across all major media channels - Search Engine Optimization so people can discover you organically - Email Marketing to master the most effective means of marketing communication - Social Media Marketing and Influencer Marketing done right ... and

more. After reading this book, you will be able to implement these lessons to drive growth in your business without needing to outsource to a Marketing agency, hire a marketing team, or even run any Facebook ads. Dozens of companies have already implemented Andrew's growth hacking tactics, and have scaled to millions of dollars in revenue.

**The Startup of You (Revised and Updated)** HarperCollins Leadership Go Do Deals provides entrepreneurs with a practical method to source and buy companies without having capital and without borrowing lots of money. For those who are ready to take the next step on the entrepreneurial ladder and make the shift from customer to shareholder value creation, Go Do Deals shows them how to: Bypass the brokers and find businesses that are NOT for sale Find, approach, and have positive conversations with potential sellers Structure deals so that they do not need to contribute cash upfront Choose the right deals and avoid buying themselves a job Know the best time to exit or sell their business Buying a company can double one's business in an afternoon, free them from the treadmill of staff and customers, and avoid the blood, sweat, and years of start-up pain. It's time to Go Do Deals.

**The Startup Way** Greenleaf Book Group An invaluable playbook for startup founders looking to partner with big business. Corporations are desperate to overhaul their culture and the perception that they are giant, bureaucratic dinosaurs too slow to react in a rapidly changing business landscape. Many are trying to be

more innovative and agile, like a startup. One easy way to achieve this goal is through partnering with or acquiring a startup. Corporate venture capital (CVC) now makes up 25 percent (\$18 billion) of all venture capital dollars in North America. The Startup Gold Mine reveals how the world's largest and most prestigious brands make innovation decisions, including new product launches, vendor-startup partnerships, and even billion-dollar acquisitions. The book also details the ways startups can leverage corporate strengths and weaknesses for mutual benefit. You will learn: Why the "innovator's dilemma" is leading large companies to seek out partnerships with startups How to close a deal with a large company, from first connection to getting paid Strategies to troubleshoot common land mines that startups encounter when working with large companies Ways to navigate the convoluted corporate landscape without spending a fortune on conferences and consultants. Author Neil Soni draws on his experience as an entrepreneur and as an external innovator with premier brands like Estée Lauder, MAC, and Smashbox to reveal large companies' inner workings, as well as how startup founders and employees can use this knowledge to close the biggest deals of their lives.

**Creative Construction** John Wiley & Sons

"... [The author] shares the inspiring experiences, lessons, and words to the wise from more than forty founders, along with his own playbook for startup success"--Page 4 of cover.

Best Sellers - Books :

- [It Starts With Us: A Novel \(2\) \(it Ends With Us\)](#)
- [The Woman In Me By Britney Spears](#)
- [The Ballad Of Songbirds And Snakes \(a Hunger Games Novel\) \(the Hunger Games\) By Suzanne Collins](#)
- [Are You There God? It's Me, Margaret.](#)
- [Verity](#)
- [Twisted Lies \(twisted, 4\) By Ana Huang](#)
- [The Last Thing He Told Me: A Novel](#)
- [Tucker By Chadwick Moore](#)
- [How To Catch A Mermaid By Adam Wallace](#)
- [The Democrat Party Hates America](#)