

## Dream Big How The Brazilian Trio | bdbab78f1e4c567a193d48e00dc10675

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VIRGIN MISTRESS, SCANDALOUS LOVE-CHILD  
Recommended Reading by Warren Buffet in his March 2013 Letter to Shareholders  
How speculation has come to dominate investment—a hard-hitting look from the creator of the first index fund. Over the course of his sixty-year career in the mutual fund industry, Vanguard Group founder John C. Bogle has witnessed a massive shift in the culture of the financial sector. The prudent, value-adding culture of long-term investment has been crowded out by an aggressive, value-destroying culture of short-term speculation. Mr. Bogle has not been merely an eye-witness to these changes, but one of the financial sector's most active participants. In *The Clash of the Cultures*, he urges a return to the common sense principles of long-term investing. Provocative and refreshingly candid, this book discusses Mr. Bogle's views on the changing culture in the mutual fund industry, how speculation has invaded our national retirement system, the failure of our institutional money managers to effectively participate in corporate governance, and the need for a federal standard of fiduciary duty. Mr. Bogle recounts the history of the index mutual fund, how he created it, and how exchange-traded index funds have altered its original concept of long-term investing. He also presents a first-hand history of Wellington Fund, a real-world case study on the success of investment and the failure of speculation. The book concludes with ten simple rules that will help investors meet their financial goals. Here, he presents a common sense strategy that "may not be the best strategy ever devised. But the number of strategies that are worse is infinite." *The Clash of the Cultures: Investment vs. Speculation* completes the trilogy of best-selling books, beginning with *Bogle on Investing: The First 50 Years* (2001) and *Don't Count on It!* (2011)

*The Thief at the End of the World*  
The true story of a Yemeni child bride describes her forced marriage to an abusive husband three times her age, her pursuit of the marriage's dissolution, and the cultural factors that place girls at risk in Yemeni society.

OFFLINE: Finding Yourself in the Age of Distractions  
Part of the best-selling *Little People, BIG DREAMS* series, Ayrton Senna tells the inspiring story of this

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world-renowned racing driver.

**Jamie Johnson: Skills from Brazil A NEW YORK TIMES BESTSELLER!** In his first major book on the subject of income inequality, Noam Chomsky skewers the fundamental tenets of neoliberalism and casts a clear, cold, patient eye on the economic facts of life. What are the ten principles of concentration of wealth and power at work in America today? They're simple enough: reduce democracy, shape ideology, redesign the economy, shift the burden onto the poor and middle classes, attack the solidarity of the people, let special interests run the regulators, engineer election results, use fear and the power of the state to keep the rabble in line, manufacture consent, marginalize the population. In *Requiem for the American Dream*, Chomsky devotes a chapter to each of these ten principles, and adds readings from some of the core texts that have influenced his thinking to bolster his argument. To create *Requiem for the American Dream*, Chomsky and his editors, the filmmakers Peter Hutchison, Kelly Nyks, and Jared P. Scott, spent countless hours together over the course of five years, from 2011 to 2016. After the release of the film version, Chomsky and the editors returned to the many hours of tape and transcript and created a document that included three times as much text as was used in the film. The book that has resulted is nonetheless arguably the most succinct and tightly woven of Chomsky's long career, a beautiful vessel--including old-fashioned ligatures in the typeface--in which to carry Chomsky's bold and uncompromising vision, his perspective on the economic reality and its impact on our political and moral well-being as a nation. "During the Great Depression, which I'm old enough to remember, it was bad--much worse subjectively than today. But there was a sense that we'll get out of this somehow, an expectation that things were going to get better . . ." —from *Requiem for the American Dream*

**The Darkening Dream** "Bitter Brew deftly chronicles the contentious succession of kings in a uniquely American dynasty. You'll never crack open a six again without thinking of this book." —John Sayles, Director of *Eight Men Out* and author of *A Moment in the Sun* The creators of Budweiser and Michelob beers, the Anheuser-Busch company is one of the wealthiest, most colorful and enduring family dynasties in the history of American commerce. In *Bitter Brew*, critically acclaimed journalist William Knoedelseder tells the riveting, often scandalous saga of the rise and fall of the dysfunctional Busch family—an epic tale of prosperity, profligacy, hubris, and the dark consequences of success that spans three centuries, from the open salvos of the Civil War to the present day.

**Requiem for the American Dream** This collection of reflections is to remind us of some of the things we can turn our distracted minds to, when we can direct our attention to what are in front of us, above us, and more importantly, within us, using all the senses that we were all born with. They are a rediscovery of some of the things we have forgotten how to do or have put aside in favour of our all-consuming electronic toys, and an attempt to help us reconnect once more with our senses and our natural gifts. So, why not put your smart phones, tablets, games, gadgets and anything with a screen, down for a few minutes. Take a deep breath and look up. Because at the end of the day, it is not just any journey we are making, but a journey to discover and appreciate who we are and what makes us human.

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**Foucault's Pendulum** How the King of Beers collapsed without a fight and what it means for America's place in the post-Recession world How did InBev, a Belgian company controlled by Brazilians, takeover one of America's most beloved brands with scarcely a whimper of opposition? Chalk it up to perfect timing—and some unexpected help from powerful members of the Busch dynasty, the very family that had run the company for more than a century. **In Dethroning the King**, Julie MacIntosh, the award-winning financial journalist who led coverage of the takeover for the Financial Times, details how the drama that unfolded at Anheuser-Busch in 2008 went largely unreported as the world tumbled into a global economic crisis second only to the Great Depression. Today, as the dust settles, questions are being asked about how the "King of Beers" was so easily captured by a foreign corporation, and whether the company's fall mirrors America's dwindling financial and political dominance as a nation. Discusses how the takeover of Anheuser-Busch will be seen as a defining moment in U.S. business history Reveals the critical missteps taken by the Busch family and the Anheuser-Busch board Argues that Anheuser-Busch had a chance to save itself from InBev's clutches, but infighting and dysfunctionality behind the scenes forced it to capitulate From America's heartland to the European continent to Brazil, **Dethroning the King** is the ultimate corporate caper and a fascinating case study that's both wide reaching and profound.

**Sustaining Activism** The utopian design and organization of Brasília—the modernist new capital of Brazil—were meant to transform Brazilian society. In this sophisticated, pioneering study of Brasília from its inception in 1957 to the present, James Holston analyzes this attempt to change society by building a new kind of city and the ways in which the paradoxes of constructing an imagined future subvert its utopian premises. Integrating anthropology with methods of analysis from architecture, urban studies, social history, and critical theory, Holston presents a critique of modernism based on a powerfully innovative ethnography of the city.

**Dream Big** One of the world's most successful media moguls shares eighty-eight tips for starting a business and getting rich. In **How to Get Rich**, British mogul Felix Dennis told the engaging story of how he started a media empire and became one of the wealthiest men in Britain—all without a college degree or any formal training. Now he shows readers exactly what it takes to start a business and make it successful. Dennis offers a pithy guide for those determined to attempt what he calls the getting of money—regardless of the consequences. His eighty-eight tips include: ? Do not fall in love with any project. You may believe in it wholeheartedly, but must remain prepared to abandon it should it show signs of failing. ? If you are unwilling to fail, sometimes publicly and even catastrophically, you will never be rich. ? You will never get rich working for your boss. No one knows better than Dennis what it takes to get rich, and his battle-tested advice—delivered with his signature wit—will surely appeal to serious entrepreneurs.

**Keeper** An ominous vision and the discovery of a gruesome corpse lead Sarah Engelmann into a terrifying encounter with the supernatural in 1913 Salem, Massachusetts. With help from Alex, an attractive Greek immigrant, Sarah sets out to track the evil to its source, never guessing that she will take on a

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conspiracy involving not only a 900-year vampire, but also a demon-loving Puritan warlock, disgruntled Egyptian gods, and an immortal sorcerer, all on a quest to recover the holy trumpet of the Archangel Gabriel. Relying on the wisdom of an elderly vampire hunter, Sarah's rabbi father, and her own disturbing visions, Sarah must fight a millennia-old battle between unspeakable forces, where the ultimate prize might be herself.

## The Modernist City JACKSON/THIEF AT THE END OF THE WOR

The Clash of the Cultures A father-daughter research team tell the behind-the-scenes story of a social movement started by a group of Brazilian women in 1986 in order to secure economic rights for women and transform their roles in homes and communities.

Turning the Flywheel Bored with their work, three Milanese editors cook up "the Plan," a hoax that connects the medieval Knights Templar with other occult groups from ancient to modern times. This produces a map indicating the geographical point from which all the powers of the earth can be controlled—a point located in Paris, France, at Foucault's Pendulum. But in a fateful turn the joke becomes all too real, and when occult groups, including Satanists, get wind of the Plan, they go so far as to kill one of the editors in their quest to gain control of the earth. Orchestrating these and other diverse characters into his multilayered semiotic adventure, Eco has created a superb cerebral entertainment.

Brazil on the Rise NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

The Narrow Road When Bloomberg News invited the young American journalist Alex Cuadros to report on Brazil's emerging class of billionaires at the height of the historic Brazilian boom, he was poised to cover two of the biggest business

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stories of our time: how the giants of the developing world were taking their place at the center of global capitalism, and how wealth inequality was changing societies everywhere. The billionaires of Brazil and their massive fortunes resided at the very top of their country's economic pyramid, and whether they quietly accumulated exceptional power or extravagantly displayed their decadence, they formed a potent microcosm of the world's richest .001 percent. They held sway over the economy, government, media, and stewardship of the environment; they determined the spiritual fates and populated the imaginations of their countrymen. In 2012, Eike Batista ranked as the eighth-richest person in the world, was famous for his marriage to a beauty queen, and was a fixture in the Brazilian press. But by 2015, Batista was bankrupt, his son Thor had been indicted for manslaughter, and Brazil--its president facing impeachment, its provinces combating an epidemic, and its business and political class torn apart by scandal--had become a cautionary tale of a country run aground by its elites. Over four years, Cuadros reported on media moguls and televangelists, energy barons and shadowy figures from the years of military dictatorship, soy barons who lived on the outskirts of the Amazon, and new-economy billionaires spinning money from speculation. His zealous reporting takes us from penthouses to courtrooms, from favelas to art fairs, from scenes of unimaginable wealth to desperate, massive street protests. Within a business narrative that deftly dramatizes the volatility of the global economy, Cuadros offers us literary journalism with a grand sweep.--Adapted from dust jacket.

Daytripper "My friend - and now partner - Jorge Paulo and his team are among the best businessmen in the world. He is a fantastic person and his story should be an inspiration to everybody, as it is for me." - Warren Buffett In just over forty years, Jorge Paulo Lemann, Marcel Telles and Beto Sicupira built the biggest empire in the history of Brazilian capitalism and launched themselves onto the world stage in an unprecedented way. Over the past five years, they have acquired no fewer than three globally-recognized American brands: Budweiser, Burger King and Heinz. This has been achieved as discreetly as possible and they have shunned any personal publicity. The management method they developed, which has been zealously followed by their employees, is based on meritocracy, simplicity and constant cost cutting. Their culture is as efficient as it is merciless and leaves no room for mediocre performances. On the other hand, those who bring in exceptional results have the chance to become company partners and make a fortune. Dream Big presents a detailed behind-the-scenes portrait of the meteoric rise of these three businessmen, from the founding of Banco Garantia in the 1970s to the present day.

The Explorer From South America and Africa, kids as young as 13 are leaving poverty-stricken families for a new life in Europe, having been sold the vision of untold riches and the trappings of professional football. This is football's slave trade - the beautiful game turned ugly. Talent-spotted by scouts, these kids are told they could be 'the next big thing'. But the reality is very different. Having spent their family's life savings to join a much-hyped academy, they soon discover the academies barely exist and that they have been exploited. Only a tiny percentage of the hopefuls are chosen just to be coached for the slim chance of a professional contract; the rest are abandoned. With no money to go home - let alone the confidence to face their heartbroken families - the Lost

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Boys find themselves stuck in the country they have been trafficked to, with crime often their only means of survival. From the author of *Bookie Gambler Fixer Spy* (shortlisted for the William Hill Sports Book of the Year award and *Wisden Cricketer's Almanack 2013's* book of the year), *The Lost Boys* exposes for the first time the anatomy of football's human-trafficking scandal, the extent of the abuse, and how it ruins lives and threatens the credibility of the sport. With unique access to a charity trying to rescue and repatriate the children and a special investigative unit set up to stem the problem, Ed Hawkins gets under the fingernails of one of the most serious and heart-rending issues in sport today. *Lost Boys* is investigative journalism at its best: shocking, moving, and hoping to make a real difference.

Brazillionaires "One of the most memorable things we've read in a long time." - io9 "Beautifully written and utterly gorgeous, *DAYTRIPPER* completely blew me away." - Gerard Way (*Umbrella Academy*, *My Chemical Romance*) What are the most important days of your life? F-bio Moon and Gabriel B- answer that question in the critical and commercial hit series that took the industry by storm, winning praise from such comics veterans as Terry Moore, Craig Thompson and Jeff Smith. Follow aspiring writer Br-s de Oliva Domingos as each chapter of *DAYTRIPPER* explores a completely different moment in his life. Moon and B- tell a beautifully lyrical tale chronicling Domingos's entire existence—from his loves to his deaths and all the possibilities in between. Introduction by Craig Thompson (*BLANKETS*).

*The Devil and Miss Prym* Set on the eve of the financial crash of 2008, this evocative novel is made up of three stories linked by time and place, and also by the moving, unexpected interactions of a rich cast of characters. *Barcelona Dreaming* is narrated, in turn, by an English woman who runs a gift shop, an alcoholic jazz pianist, and a translator tormented by unrequited love, all of whose lives will be changed forever. Underpinning the novel, and casting a long shadow, is a crime committed against a young Moroccan immigrant. Exploring themes of addiction, racism, celebrity, immigration, and self-delusion, and fueled by a longing for the unattainable and a nostalgia for what is about to be lost, *Barcelona Dreaming* is a love letter to one of the world's most beautiful cities and a powerful and poignant fable for our uncertain times.

*The Outsiders* A special 25th anniversary edition of the extraordinary international bestseller, including a new Foreword by Paulo Coelho. Combining magic, mysticism, wisdom and wonder into an inspiring tale of self-discovery, *The Alchemist* has become a modern classic, selling millions of copies around the world and transforming the lives of countless readers across generations. Paulo Coelho's masterpiece tells the mystical story of Santiago, an Andalusian shepherd boy who yearns to travel in search of a worldly treasure. His quest will lead him to riches far different—and far more satisfying—than he ever imagined. Santiago's journey teaches us about the essential wisdom of listening to our hearts, of recognizing opportunity and learning to read the omens strewn along life's path, and, most importantly, to follow our dreams.

*The Lost Boys* Part of the best-selling Little People, *BIG DREAMS* series, Pelé tells the inspiring story of this world-renowned soccer player.

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**I Am Nujood, Age 10 and Divorced** A companion guidebook to the number-one bestselling *Good to Great*, focused on implementation of the flywheel concept, one of Jim Collins' most memorable ideas that has been used across industries and the social sectors, and with startups. The key to business success is not a single innovation or one plan. It is the act of turning the flywheel, slowly gaining momentum and eventually reaching a breakthrough. Building upon the flywheel concept introduced in his groundbreaking classic *Good to Great*, Jim Collins teaches readers how to create their own flywheel, how to accelerate the flywheel's momentum, and how to stay on the flywheel in shifting markets and during times of turbulence. Combining research from his *Good to Great* labs and case studies from organizations like Amazon, Vanguard, and the Cleveland Clinic which have turned their flywheels with outstanding results, Collins demonstrates that successful organizations can disrupt the world around them—and reach unprecedented success—by employing the flywheel concept.

**Ayrton Senna** The stunning, never before told story of the quixotic attempt to recreate small-town America in the heart of the Amazon In 1927, Henry Ford, the richest man in the world, bought a tract of land twice the size of Delaware in the Brazilian Amazon. His intention was to grow rubber, but the project rapidly evolved into a more ambitious bid to export America itself, along with its golf courses, ice-cream shops, bandstands, indoor plumbing, and Model Ts rolling down broad streets. Fordlandia, as the settlement was called, quickly became the site of an epic clash. On one side was the car magnate, lean, austere, the man who reduced industrial production to its simplest motions; on the other, the Amazon, lush, extravagant, the most complex ecological system on the planet. Ford's early success in imposing time clocks and square dances on the jungle soon collapsed, as indigenous workers, rejecting his midwestern Puritanism, turned the place into a ribald tropical boomtown. Fordlandia's eventual demise as a rubber plantation foreshadowed the practices that today are laying waste to the rain forest. More than a parable of one man's arrogant attempt to force his will on the natural world, Fordlandia depicts a desperate quest to salvage the bygone America that the Ford factory system did much to dispatch. As Greg Grandin shows in this gripping and mordantly observed history, Ford's great delusion was not that the Amazon could be tamed but that the forces of capitalism, once released, might yet be contained. Fordlandia is a 2009 National Book Award Finalist for Nonfiction.

**Dream Big** From the age of nine years, Michael dreams of playing basketball for the United States in the Olympics, and with hard work and his mother's encouragement, he realizes his dream.

**Pele** From bestselling author and international sensation Paulo Coelho, a novel set in a small village about a young, poor barmaid whose wager with the devil leads to a spiritual transformation. A stranger arrives at the remote village of Viscos, carrying with him a backpack containing a notebook and eleven gold bars. He comes searching for the answer to a question that torments him: Are human beings, in essence, good or evil? In welcoming the mysterious foreigner, the whole village becomes an accomplice to his sophisticated plot, which will forever mark their lives. A novel of temptation, *The Devil and Miss Prym* is a thought-provoking parable of a community devoured by greed, cowardice, and fear—as it struggles with the choice between good and evil.

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**The Myth of the Strong Leader** Presents a strategic approach to identifying, refining, and expressing personal style and building the ideal wardrobe to match it, with every day style and shopping strategies.

**The 3G Way From Boston Globe–Horn Book Award winner Katherine Rundell** comes an exciting new novel about a group of kids who must survive in the Amazon after their plane crashes. Fred, Con, Lila, and Max are on their way back to England from Manaus when the plane they're on crashes and the pilot dies upon landing. For days they survive alone, until Fred finds a map that leads them to a ruined city, and to a secret.

**The Big Dream New York Times Bestseller Iconoclastic entrepreneur and New York legend Ken Langone** tells the compelling story of how a poor boy from Long Island became one of America's most successful businessmen. Ken Langone has seen it all on his way to a net worth beyond his wildest dreams. A pillar of corporate America for decades, he's a co-founder of Home Depot, a former director of the New York Stock Exchange, and a world-class philanthropist (including \$200 million for NYU's Langone Health). In this memoir he finally tells the story of his unlikely rise and controversial career. It's also a passionate defense of the American Dream -- of preserving a country in which any hungry kid can reach the maximum potential of his or her talents and work ethic. In a series of fascinating stories, Langone shows how he struggled to get an education, break into Wall Street, and scramble for an MBA at night while competing with privileged competitors by day. He shares how he learned how to evaluate what a business is worth and apply his street smarts to 8-figure and 9-figure deals . And he's not shy about discussing, for the first time, his epic legal and PR battle with former NY Governor Eliot Spitzer. His ultimate theme is that free enterprise is the key to giving everyone a leg up. As he writes: This book is my love song to capitalism. Capitalism works! And I'm living proof -- it works for everybody. Absolutely anybody is entitled to dream big, and absolutely everybody should dream big. I did. Show me where the silver spoon was in my mouth. I've got to argue profoundly and passionately: I'm the American Dream.

**Dancing with the Devil in the City of God** It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

**The Curated Closet The 3G Way** is an introduction to the management style developed by three Brazilian entrepreneurs who took over some of the main icons of American capitalism: Anheuser Busch, Heinz and Burger King.

**The Alchemist** From prizewinning journalist and Brazilian native Juliana Barbassa comes a deeply reported and beautifully written account of the seductive and chaotic city of Rio de Janeiro as it struggles with poverty and corruption on the brink of the 2016 Olympic Games. Juliana Barbassa moved a great deal throughout her life, but Rio was always home. After twenty-one years abroad, she returned to find her native city—once ravaged by inflation, drug wars, corrupt leaders, and dying neighborhoods—undergoing a major change. Rio has always aspired to the pantheon of global capitals, and under the spotlight of the 2014 World Cup and the 2016 Olympic Games it seems that

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its moment has come. But in order to prepare itself for the world stage, Rio must vanquish the entrenched problems that Barbassa recalls from her childhood. Turning this beautiful but deeply flawed place into a pristine showcase of the best that Brazil has to offer in just a few years is a tall order—and with the whole world watching, the stakes couldn't be higher. Library Journal called *Dancing with the Devil in the City of God* “akin to Charlie LeDuff’s *Detroit*”—a book that “combines history and personal interviews in an informative and engaging work.” This kaleidoscopic portrait of Rio introduces the reader to the people who make up this city of extremes, revealing their aspirations and their grit, their violence, their hungers, and their splendor, and shedding light on the future of this city they are building together. *Dancing with the Devil in the City of God* is an insider perspective from a native daughter and “a fascinating look at the people who live in and aspire to change one of the world’s most impressive cities” (Booklist, starred review).

## Dethroning the King

*Soccer Star* An enthralling story of a poor and gawky kid who mysteriously becomes the world's greatest goalkeeper — a seamless blend of magic realism and exhilarating soccer action. "And you found it, this thing you were looking for?" It was darker now, and the city below Faustino's office was a jazzy dance of neon signs and traffic. The big man went to the window and looked down at it all, spreading his large hands on the glass. "No," he said. "It found me." When Paul Faustino of LA NACION flips on his tape recorder for an exclusive interview with El Gato — the phenomenal goalkeeper who single-handedly brought his team the World Cup — the seasoned reporter quickly learns that this will be no ordinary story. Instead, the legendary El Gato ("The Cat") quietly narrates a spellbinding tale that begins in a mythic corner of the South American rain forest, where a ghostly but very real mentor, the Keeper, emerges to teach the gangly boy the most thrilling secrets of the game. Combining vivid imagery and heart-stopping action, this evocative, strikingly ethereal novel about loyalty, passion, and magic will haunt readers, regardless of their love for soccer, long after the story is ended.

*Dream Big* Jamie is in his last year of primary school and loves being the best footballer in school. Until it's announced that a new, Brazilian student will be joining mid-term. Will the new boy overshadow Jamie's skill? From the school pitch to the beaches of Rio, Jamie Johnson is going to learn there's more to being a great footballer than he ever imagined.

## Data-Driven Marketing

*Fordlandia* Spike and his friend Ayden both have weird dreams that they both come to life, but will that lead to joy or become the worst day of their lives? Kia is looking for revenge; his army and he himself will show no mercy. Can Spike and his friends do it? Read the book to find out.

*Barcelona Dreaming* “Perhaps most importantly, Javaherbin shows that being poor doesn't stop people from having lives and dreams. A lovely story about soccer, gender, and hope.” — Kirkus Reviews When Paulo Marcelo Feliciano becomes a soccer star, crowds will cheer his famous name — and his mother

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won't have to work long hours. For now, Paulo spends his days working on a fishing boat and taking care of his little sister, Maria: she teaches him reading, and he teaches her soccer moves. At the end of the day he can finally play soccer with his friends. But when a player on Paulo's team is injured, will they finally change the rules and let a girl show her stuff? Set in a country whose resilient soccer stars are often shaped by poverty, this uplifting tale of transcending the expected scores a big win for all.

**Bitter Brew** From one of the world's preeminent political historians, a magisterial study of political leadership around the world from the advent of parliamentary democracy to the age of Obama. All too frequently, leadership is reduced to a simple dichotomy: the strong versus the weak. Yet, there are myriad ways to exercise effective political leadership--as well as different ways to fail. We blame our leaders for economic downfalls and praise them for vital social reforms, but rarely do we question what makes some leaders successful while others falter. In this magisterial and wide-ranging survey of political leadership over the past hundred years, renowned Oxford politics professor Archie Brown challenges the widespread belief that strong leaders--meaning those who dominate their colleagues and the policy-making process--are the most successful and admirable. In reality, only a minority of political leaders will truly make a lasting difference. Though we tend to dismiss more collegial styles of leadership as weak, it is often the most cooperative leaders who have the greatest impact. Drawing on extensive research and decades of political analysis and experience, Brown illuminates the achievements, failures and foibles of a broad array of twentieth century politicians. Whether speaking of redefining leaders like Franklin Delano Roosevelt, Lyndon Johnson, and Margaret Thatcher, who expanded the limits of what was politically possible during their time in power, or the even rarer transformational leaders who played a decisive role in bringing about systemic change--Charles de Gaulle, Mikhail Gorbachev and Nelson Mandela, among them--Brown challenges our commonly held beliefs about political efficacy and strength. Overturning many of our assumptions about the twentieth century's most important figures, Brown's conclusions are both original and enlightening. **The Myth of the Strong Leader** compels us to reassess the leaders who have shaped our world - and to reconsider how we should choose and evaluate those who will lead us into the future.

**I Love Capitalism!** In this hugely praised narrative, New York Times reporter Larry Rohter takes the reader on a lively trip through Brazil's history, culture, and booming economy. Going beyond the popular stereotypes of samba, supermodels, and soccer, he shows us a stunning and varied landscape--from breathtaking tropical beaches to the lush and dangerous Amazon rainforest--and how a complex and vibrant people defy definition. He charts Brazil's amazing jump from a debtor nation to one of the world's fastest growing economies, unravels the myth of Brazil's sexually charged culture, and portrays in vivid color the underbelly of impoverished favelas. With Brazil leading the charge of the Latin American decade, this critically acclaimed history is the authoritative guide to understanding its meteoric rise.

**Dream Big** I can't believe I'm pregnant! Ellie thinks, devastated. Today is her wedding day, but the father of her baby isn't her groom. Three months ago, on

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the night of Carnival in Rio, Ellie shared a bed with Diogo Serrador, who was born in the slums and rose to become CEO to one of the world's largest companies. The young millionaire is every woman's dream man. But after spending the night together, he abandoned Ellie and, in her shock, she decided to marry another man. Is it really right to marry him? Then Diogo suddenly appears before her!

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