

Read PDF Everything Is Obvious: *Once You Know The Answer

Everything Is Obvious: *Once You Know The Answer

Fully revised and updated since its first publication in 2011 to encompass further appalling instances of wilful blindness: Grenfell Tower, Carillion, Harvey Weinstein, Windrush and many more 'Entertaining and compellingly argued' Sunday Times 'A tour de force of brilliant insights' Philip Zimbardo 'A polemic against the dangers of

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docility and "groupthink" in every walk of life' Books of the Year, Financial Times 'Writing in clear, flowing prose, Heffernan draws on psychological and neurological studies and interviews with executives, whistleblowers and white-collar criminals' New York Times 'An engaging read, packed with cautionary tales ... Heffernan shows why we close our eyes to facts that threaten our families, our livelihood, and our self-image - and, even better,

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she points the way out of the darkness'
Daniel H. Pink, author of Drive and A Whole New Mind? Why, after every major accident and blunder, do we look back and ask, how could we have been so blind? Why do some people see what others don't? And how can we change? Drawing on studies by psychologists and neuroscientists, and from interviews with business leaders, whistle blowers and white collar criminals, distinguished businesswoman and writer

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Margaret Heffernan examines the phenomenon of wilful blindness, exploring the reasons that individuals and groups are blind to impending personal tragedies, corporate collapses, engineering failures - even crimes against humanity. We turn a blind eye in order to feel safe, to avoid conflict, to reduce anxiety and to protect prestige. It makes us feel good at first, with consequences we don't see. But greater understanding

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leads to solutions, and Heffernan shows how - by challenging our biases, encouraging debate, discouraging conformity, and not backing away from difficult or complicated problems - we can be more mindful of what's going on around us and be proactive instead of reactive.

THE INTERNATIONAL BESTSELLER Five students go to detention. Only four leave alive. For fans of Gossip Girl and Pretty Little Liars, this is the

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perfect high school thriller.

----- Five students go to detention. Only four leave alive. Yale hopeful Bronwyn has never publicly broken a rule. Sports star Cooper only knows what he's doing in the baseball diamond. Bad boy Nate is one misstep away from a life of crime. Prom queen Addy is holding together the cracks in her perfect life. And outsider Simon, creator of the notorious gossip app at Bayview High, won't ever talk about any

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of them again. He dies 24 hours before he could post their deepest secrets online. Investigators conclude it's no accident. All of them are suspects. Everyone has secrets, right? What really matters is how far you'll go to protect them.

In this groundbreaking book, Tim Harford, the Undercover Economist, shows us a new and inspiring approach to solving the most pressing problems in our lives. When faced with complex

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situations, we have all become accustomed to looking to our leaders to set out a plan of action and blaze a path to success. Harford argues that today's challenges simply cannot be tackled with ready-made solutions and expert opinion; the world has become far too unpredictable and profoundly complex. Instead, we must adapt. Deftly weaving together psychology, evolutionary biology, anthropology, physics, and economics, along with the

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compelling story of hard-won lessons learned in the field, Harford makes a passionate case for the importance of adaptive trial and error in tackling issues such as climate change, poverty, and financial crises—as well as in fostering innovation and creativity in our business and personal lives. Taking us from corporate boardrooms to the deserts of Iraq, Adapt clearly explains the necessary ingredients for turning failure into success. It is a

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breakthrough handbook for surviving—and prospering— in our complex and ever-shifting world.

Robyn Schneider's The Beginning of Everything is a witty and heart-wrenching teen novel that will appeal to fans of books by John Green and Ned Vizzini, novels such as The Perks of Being a Wallflower, and classics like The Great Gatsby and The Catcher in the Rye. Varsity tennis captain Ezra Faulkner was supposed to be homecoming

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king, but that was before—before his girlfriend cheated on him, before a car accident shattered his leg, and before he fell in love with unpredictable new girl Cassidy Thorpe. As Kirkus said in a starred review, "Schneider takes familiar stereotypes and infuses them with plenty of depth. Here are teens who could easily trade barbs and double entendres with the characters that fill John Green's novels." Funny, smart, and including everything from flash mobs to

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blanket forts to a poodle who just might be the reincarnation of Jay Gatsby, The Beginning of Everything is a refreshing contemporary twist on the classic coming-of-age novel—a heart-wrenching story about how difficult it is to play the part that people expect, and how new beginnings can stem from abrupt and tragic endings.

Essentialism

Exploring the Architecture of Everyday Life

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Find Out Anything From Anyone, Anytime From Factory to Front Door -- Why Everything Has Changed About How and What We Buy

Lead with a Story

A Blueprint for Transforming Managers into Leaders

The Miracle Morning

'Machiavelli has a new rival, and Sun-tzu had better watch his back' - New York Times Robert Greene's laws are now famous: Law 1: Never outshine the master. Law 2: Never put too much trust in friends; learn how to use

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enemies. Law 3: Conceal your intentions. Law 4: Always say less than necessary. At work, in relationships, on the street or on the 6 o'clock News: the 48 Laws apply everywhere. For anyone with an interest in conquest, self-defence, wealth, power or simply being an educated spectator, The 48 Laws of Power is one of the most useful and entertaining books ever; it 'teaches you how to cheat, dissemble, feign, fight and advance your cause in the modern world.' (Independent on Sunday). Robert Greene will teach you the distilled wisdom of the masters - illustrated through the tactics, triumphs and failures from Elizabeth I to Henry Kissinger on how to get to the top and stay there. Wry, ironic and clever, this is an

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indispensable and witty guide to power. The perfect gift book for the power-hungry (and who doesn't want power?); this is the Concise Edition of an international bestseller. From the internationally bestselling author of *Mastery*, *The Art Of Seduction*, and *The 33 Strategies Of War*.

#1 NEW YORK TIMES BESTSELLER If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In *Zero to One*, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that

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we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions

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will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

"Have you ever found yourself stretched too thin? Do you simultaneously feel overworked and underutilized? Are you often busy but not productive? Do you feel your time is constantly being hijacked by other people's agendas? If you answered yes to any of these questions, the way out is the way of the Essentialist. Essentialism

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isn't about getting more done in less time. It's about getting only the right things done. Only once we discern what is absolutely essential and eliminate everything else can we make our highest possible contribution toward things that truly matter. By forcing us to apply more selective criteria for where to spend our precious time and energy, the disciplined pursuit of less empowers us to reclaim control of our own choices, instead of giving others the implicit permission to choose for us. Essentialism is not one more thing to do. It's a whole new way of doing less, but better, in every area of our lives"--Back cover.

Trying to grasp the teachings of Wu Hsin is like trying to

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grasp the wind in the palm of your hand. While they are as refreshing and fragrant as a fresh breeze, they can also be as devastating as a wildfire. Wu Hsin doesn't provide answers to the questions of life because life is its own answer. It is what-is. It moves, it flows, it breathes itself into and through everything. Instead, the writings of Wu Hsin expose, without compromise, the fundamental misconception that there is something called an individual that needs to find something else outside of itself. Admittedly, the sense of being a separate individual feels very real and affects every part of that apparent experience. Wu Hsin makes it abundantly clear; however, that this is a state of contracted energy,

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a sense of having lost something unnameable.

Index, A History of the

Why We Ignore the Obvious

The Surprising Science Behind Why Everything You

Know About Success Is (Mostly) Wrong

Educated

One Of Us Is Lying

Everything Is Obvious: How Common Sense Fails Us

The Obvious Game

This book provides a comprehensive look at specifically what it takes to breakthrough your biggest challenges and live your biggest dreams! It

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gives you the keys for you to make it happen by identifying "The Universal Laws for Business Success." Once you know what they are, you can put them into action to get the results you want. Bill Walsh and Power Team International are dedicated to giving you the obvious tools (and even the not-so-obvious ones) to expedite your success. He knows firsthand what it takes to overcome challenges and make your business and lifestyle dreams happen. Bill's vision is to provide mentoring opportunities for people like you who are ready for massive success!

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In the New York Times bestseller *Everything All at Once*, Bill Nye shows you how thinking like a nerd is the key to changing yourself and the world around you. Everyone has an inner nerd just waiting to be awakened by the right passion. In *Everything All at Once*, Bill Nye will help you find yours. With his call to arms, he wants you to examine every detail of the most difficult problems that look unsolvable—that is, until you find the solution. Bill shows you how to develop critical thinking skills and create change, using his “everything all at once” approach that leaves no

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stone unturned. Whether addressing climate change, the future of our society as a whole, or personal success, or stripping away the mystery of fire walking, there are certain strategies that get results: looking at the world with relentless curiosity, being driven by a desire for a better future, and being willing to take the actions needed to make change happen. He shares how he came to create this approach—starting with his Boy Scout training (it turns out that a practical understanding of science and engineering is immensely helpful in a capsizing canoe) and

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moving through the lessons he learned as a full-time engineer at Boeing, a stand-up comedian, CEO of The Planetary Society, and, of course, as Bill Nye The Science Guy. This is the story of how Bill Nye became Bill Nye and how he became a champion of change and an advocate of science. It's how he became The Science Guy. Bill teaches us that we have the power to make real change. Join him in... dare we say it... changing the world. NOW AN EMMY-NOMINATED HULU ORIGINAL SERIES • NEW YORK TIMES BESTSELLER • “A stunning novel about the transformative power of

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relationships” (People) from the author of Conversations with Friends, “a master of the literary page-turner” (J. Courtney Sullivan). ONE OF THE TEN BEST NOVELS OF THE DECADE—Entertainment Weekly TEN BEST BOOKS OF THE YEAR—People, Slate, The New York Public Library, Harvard Crimson AND BEST BOOKS OF THE YEAR—The New York Times, The New York Times Book Review, O: The Oprah Magazine, Time, NPR, The Washington Post, Vogue, Esquire, Glamour, Elle, Marie Claire, Vox, The Paris Review, Good Housekeeping, Town &

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Country Connell and Marianne grew up in the same small town, but the similarities end there. At school, Connell is popular and well liked, while Marianne is a loner. But when the two strike up a conversation—awkward but electrifying—something life changing begins. A year later, they're both studying at Trinity College in Dublin. Marianne has found her feet in a new social world while Connell hangs at the sidelines, shy and uncertain. Throughout their years at university, Marianne and Connell circle one another, straying toward other people and

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possibilities but always magnetically, irresistibly drawn back together. And as she veers into self-destruction and he begins to search for meaning elsewhere, each must confront how far they are willing to go to save the other. *Normal People* is the story of mutual fascination, friendship and love. It takes us from that first conversation to the years beyond, in the company of two people who try to stay apart but find that they can't. Praise for *Normal People* "[A] novel that demands to be read compulsively, in one sitting."—The Washington Post "Arguably the buzziest novel of the season,

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Sally Rooney's elegant sophomore effort . . . is a worthy successor to *Conversations with Friends*. Here, again, she unflinchingly explores class dynamics and young love with wit and nuance."—The Wall Street Journal "[Rooney] has been hailed as the first great millennial novelist for her stories of love and late capitalism. . . . [She writes] some of the best dialogue I've read."—The New Yorker

The Eighth edition of David Newman's *Sociology: Exploring the Architecture of Everyday Life* once again invites students into the world of

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sociological thought. Sociology encourages students to think less about the next test and more about how the subject applies to their everyday lives. In addition to updated coverage and fresh examples, this edition features revamped Micro-Macro Connections that have been even further honed to help students understand the link between individual lives and the structure of society.

The 48 Laws Of Power

Look Beyond the Obvious

Untold Histories, Wild Possibilities

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Why Common Sense is Nonsense

Barking Up the Wrong Tree

Arriving Today

Underdogs, Misfits, and the Art of Battling Giants

If two people always agree, one of them is unnecessary, Henry Ford once said. He was on to something: The best businesspeople suggest alternatives to ideas and strategies. When practiced effectively, this can lead to innovations that dramatically boost sales. Edward F. Schultz, a leading consultant to businesses both big and small, explains why conventional or group thinking results

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in conventional results--something no business owner wants. The key to lasting success is engaging in differential thinking, which will allow you to. retain top-quality employees; help customers achieve their goals; provide employees with the support they need to succeed; reduce inefficiencies and ineffectiveness; and achieve small, incremental goals on the way to your ultimate target. Each chapter includes separate insights designed to address a different element of leadership, weaving together theory and practical application. Filled with real-life scenarios on coaching employees and managers, this guidebook for owners, leaders and

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entrepreneurs will get you the bottom-line results you crave. But you'll only get them when you Look Beyond the Obvious.

What's being widely regarded as "one of the most life changing books ever written" may be the simplest approach to achieving everything you've ever wanted, and faster than you ever thought possible. What if you could wake up tomorrow and any-or EVERY-area of your life was beginning to transform? What would you change? The Miracle Morning is already transforming the lives of tens of thousands of people around the world by showing them how to wake up each day with more ENERGY,

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MOTIVATION, and FOCUS to take your life to the next level. It's been right here in front of us all along, but this book has finally brought it to life. Are you ready? The next chapter of YOUR life-the most extraordinary life you've ever imagined-is about to begin. It's time to WAKE UP to your full potential... "Anyone who is not shocked by quantum theory has not understood it." Since Niels Bohr said this many years ago, quantum mechanics has only been getting more shocking. We now realize that it's not really telling us that "weird" things happen out of sight, on the tiniest level, in the atomic world: rather, everything is quantum. But if quantum mechanics is

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correct, what seems obvious and right in our everyday world is built on foundations that don't seem obvious or right at all—or even possible. An exhilarating tour of the contemporary quantum landscape, Beyond Weird is a book about what quantum physics really means—and what it doesn't. Science writer Philip Ball offers an up-to-date, accessible account of the quest to come to grips with the most fundamental theory of physical reality, and to explain how its counterintuitive principles underpin the world we experience. Over the past decade it has become clear that quantum physics is less a theory about particles and waves, uncertainty

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and fuzziness, than a theory about information and knowledge—about what can be known, and how we can know it. Discoveries and experiments over the past few decades have called into question the meanings and limits of space and time, cause and effect, and, ultimately, of knowledge itself. The quantum world Ball shows us isn't a different world. It is our world, and if anything deserves to be called "weird," it's us.

The sad truth about most trend predictions is that they seem to focus on restating the blatantly obvious. Predicting the "rise of wearable technology" in 2015 is a bit like predicting the

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ground will be wet the day after a rain storm ... it is undoubtedly true - but relatively useless to hear out loud. Five years ago, longtime brand consultant and marketing Professor Rohit Bhargava began producing his annual "Non-Obvious Trend Report" where he curated 15 trends to describe consumer behavior, marketing and where business was headed in the new year. His previous reports predicted the growth of content marketing, real time customer care and more transparency in business. To date, they have been downloaded and shared online more than half a million times. In this 5th Edition of his annual report, he takes readers behind the scenes for the

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very first time ever to share his techniques for curating trends and the five essential skillsets required in order to be able to predict the future for yourself. Through entertaining stories, deep analysis and a surprisingly simple approach - Rohit proves that even though we imagine trend forecasting is done only by business gurus ... each of us can get better at curating trends for ourselves as long as we know what to look for.

The Disciplined Pursuit of Less

the bestselling thriller

Anthem

You Deserve Each Other

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Everything Leads to You

The Everything Store

Jeff Bezos and the Age of Amazon

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive

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convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures

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like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Fifteen-year-old Diana Keller accidentally begins teaching The Obvious Game to new kid Jesse on his sixteenth birthday. As she buries her shock about her mother's fresh cancer diagnosis in cookbooks, peach

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schnapps and Buns of Steel workouts, Diana both seduces athlete Jesse and shoves him away under the guise of her carefully constructed sentences. As their relationship deepens, Diana avoids Jesse's past with her own secrets, which she'll protect at any cost. Will Diana and Jesse's love survive his wrestling obsession and the Keller family's chaos, or will all their important details stay buried beneath a game?

As *The Giving Tree* turns fifty, this timeless classic is available for the

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first time ever in ebook format. This digital edition allows young readers and lifelong fans to continue the legacy and love of a classic that will now reach an even wider audience. "Once there was a tree...and she loved a little boy." So begins a story of unforgettable perception, beautifully written and illustrated by the gifted and versatile Shel Silverstein. This moving parable for all ages offers a touching interpretation of the gift of giving and a serene acceptance of another's capacity to love

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in return. Every day the boy would come to the tree to eat her apples, swing from her branches, or slide down her trunk...and the tree was happy. But as the boy grew older he began to want more from the tree, and the tree gave and gave and gave. This is a tender story, touched with sadness, aglow with consolation. Shel Silverstein's incomparable career as a bestselling children's book author and illustrator began with *Lafcadio, the Lion Who Shot Back*. He is also the creator of picture books including *A Giraffe and a Half*, *Who*

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Wants a Cheap Rhinoceros?, The Missing Piece, The Missing Piece Meets the Big O, and the perennial favorite The Giving Tree, and of classic poetry collections such as Where the Sidewalk Ends, A Light in the Attic, Falling Up, Every Thing On It, Don't Bump the Glump!, and Runny Babbit. And don't miss the other Shel Silverstein ebooks, Where the Sidewalk Ends and A Light in the Attic!

Explore the power of the underdog in Malcolm Gladwell's dazzling examination of success, motivation, and the role of

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adversity in shaping our lives, from the bestselling author of *The Bomber Mafia*. Three thousand years ago on a battlefield in ancient Palestine, a shepherd boy felled a mighty warrior with nothing more than a stone and a sling, and ever since then the names of David and Goliath have stood for battles between underdogs and giants. David's victory was improbable and miraculous. He shouldn't have won. Or should he have? In *David and Goliath*, Malcolm Gladwell challenges how we think about obstacles and disadvantages,

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offering a new interpretation of what it means to be discriminated against, or cope with a disability, or lose a parent, or attend a mediocre school, or suffer from any number of other apparent setbacks. Gladwell begins with the real story of what happened between the giant and the shepherd boy those many years ago. From there, *David and Goliath* examines Northern Ireland's Troubles, the minds of cancer researchers and civil rights leaders, murder and the high costs of revenge, and the dynamics of successful and

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unsuccessful classrooms—all to demonstrate how much of what is beautiful and important in the world arises from what looks like suffering and adversity. In the tradition of Gladwell's previous bestsellers—The Tipping Point, Blink, Outliers and What the Dog Saw—David and Goliath draws upon history, psychology, and powerful storytelling to reshape the way we think of the world around us.

Zero to One

Timeless Indian Wisdom for Business Leaders

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The Dynamics of Networks between Order and Randomness

Everything All at Once

Two Birds in a Tree

Small Worlds

Why Success Always Starts with Failure

Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common

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sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common

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sense fails can we improve how we plan for the future, as well as understand the present-an argument that has important implications in politics, business, marketing, and even everyday life.

Storytelling has come of age in the business world. Today, many of the most successful companies use storytelling as a leadership tool. At Nike, all senior executives are designated "corporate storytellers." 3M banned bullet points years ago and replaced them with a process of writing "strategic narratives." Procter Gamble hired Hollywood directors to teach its executives storytelling techniques. Some forward-

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thinking business schools have even added storytelling courses to their management curriculum. The reason for this is simple: Stories have the ability to engage an audience the way logic and bullet points alone never could. Whether you are trying to communicate a vision, sell an idea, or inspire commitment, storytelling is a powerful business tool that can mean the difference between mediocre results and phenomenal success. Lead with a Story contains both ready-to-use stories and how-to guidance for readers looking to craft their own. Designed for a wide variety of business challenges,

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*the book shows how narrative can help: * Define culture and values * Engender creativity and innovation * Foster collaboration and build relationships * Provide coaching and feedback * Lead change * And more Whether in a speech or a memo, communicated to one person or a thousand, storytelling is an essential skill for success. Complete with examples from companies like Kellogg's, Merrill-Lynch, Procter Gamble, National Car Rental, Wal-Mart, Pizza Hut, and more, this practical resource gives readers the guidance they need to deliver stories to stunning effect.*

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The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you

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have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists,

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business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization

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hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Wall Street Journal Bestseller Much of the advice we've been told about achievement is logical, earnest...and downright wrong. In Barking Up the Wrong Tree, Eric Barker reveals the extraordinary science behind what actually determines success and most importantly, how anyone can achieve it. You'll learn: • Why valedictorians rarely become millionaires, and how your biggest weakness might actually be your greatest strength • Whether nice

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guys finish last and why the best lessons about cooperation come from gang members, pirates, and serial killers • Why trying to increase confidence fails and how Buddhist philosophy holds a superior solution • The secret ingredient to “grit” that Navy SEALs and disaster survivors leverage to keep going • How to find work-life balance using the strategy of Genghis Khan, the errors of Albert Einstein, and a little lesson from Spider-Man By looking at what separates the extremely successful from the rest of us, we learn what we can do to be more like them—and find out in some cases why it’s good that

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we aren't. Barking Up the Wrong Tree draws on startling statistics and surprising anecdotes to help you understand what works and what doesn't so you can stop guessing at success and start living the life you want.

Beautiful World, Where Are You

The Beginning of Everything

Hope in the Dark

Beyond Weird

Applications in Marketing

Consumer Behaviour

A Memoir

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***AN INSTANT #1 NEW YORK TIMES BESTSELLER
Beautiful World, Where Are You is a new novel
by Sally Rooney, the bestselling author of
Normal People and Conversations with Friends.
Alice, a novelist, meets Felix, who works in a
warehouse, and asks him if he'd like to travel to
Rome with her. In Dublin, her best friend,
Eileen, is getting over a break-up, and slips
back into flirting with Simon, a man she has
known since childhood. Alice, Felix, Eileen, and
Simon are still young—but life is catching up
with them. They desire each other, they delude
each other, they get together, they break apart.
They have sex, they worry about sex, they***

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worry about their friendships and the world they live in. Are they standing in the last lighted room before the darkness, bearing witness to something? Will they find a way to believe in a beautiful world?

A narrative exploration of how the concept of common sense is inadequate in today's complex world draws on multiple disciplines to offer insight into the sources of such topics as popularity, economics and self-deception.

'A wonderful (and very unusual) balance between areas of marketing that are often at odds with each other (or, worse yet, unaware of each other)... I recommend it to any student,

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researcher, or manager in marketing' Peter Fader, Frances and Pei-Yuan Chia Professor; and Professor of Marketing, Wharton School, University of Pennsylvania 'Exceptional for the amount of relevant research that is presented and explained. Students who have read and understood this text are likely to be much more of use to industry' Fergus Hampton, Managing Director, Millward Brown Precis Written in a focused and accessible form by respected marketing academics, Consumer Behaviour helps readers to develop analytical and evidence-based thinking in marketing and avoid more formulaic approaches that lack the

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support of research. With a strong focus on the use of research, this book will really appeal to the specific needs of higher-level students. The book covers important material that is often missing in consumer behaviour texts. For example, whole chapters are devoted to brand loyalty, brand equity, biases in decision-making, word of mouth, the response to price and the effect of advertising. Shorter reviews cover evidence on topics such as loyalty programmes, the response to delay and retail atmospherics. Chapters are quite short and divided into sections. Each chapter contains exercises designed to draw out key ideas and

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consolidate understanding, and there are suggestions for further reading. A website to support the book has an Instructor's Manual that offers PowerPoint slides, discussion of exercises, computer programs, a suggested Masters-level course, and a Word file of references to assist students writing assignments.

"[A] landmark book . . . Solnit illustrates how the uprisings that begin on the streets can upend the status quo and topple authoritarian regimes" (Vice). A book as powerful and influential as Rebecca Solnit's Men Explain Things to Me, her Hope in the Dark was written

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to counter the despair of activists at a moment when they were focused on their losses and had turned their back to the victories behind them—and the unimaginable changes soon to come. In it, she makes a radical case for hope as a commitment to act in a world whose future remains uncertain and unknowable. Drawing on her decades of activism and a wide reading of environmental, cultural, and political history, Solnit argues that radicals have a long, neglected history of transformative victories, that the positive consequences of our acts are not always immediately seen, directly knowable, or even measurable, and that

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pessimism and despair rest on an unwarranted confidence about what is going to happen next. Now, with a moving new introduction explaining how the book came about and a new afterword that helps teach us how to hope and act in our unnerving world, she brings a new illumination to the darkness of our times in an unforgettable new edition of this classic book. “One of the best books of the 21st century.” —The Guardian “No writer has better understood the mix of fear and possibility, peril and exuberance that’s marked this new millennium.” —Bill McKibben, New York Times–bestselling author of Falter “An elegant reminder that activist victories are

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easily forgotten, and that they often come in extremely unexpected, roundabout ways.”

—The New Yorker

Sociology

How to Think Different, Curate Ideas and Predict the Future

Why Everything You Thought You Knew about Quantum Physics Is Different

How to unleash your inner nerd, tap into radical curiosity, and solve any problem

The Obvious

An Easy & Proven Way to Build Good Habits & Break Bad Ones

Recognition of the Obvious

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Feeling unfulfilled in her romantic life in spite of a promising career in the L.A. film scene, talented set designer Emi discovers a mysterious letter at an estate sale that prompts her investigation into a movie icon's hidden life. By the award-winning author of Hold Still.

'Hilarious' Sam Leith 'I loved this book' Susie Dent
'Witty and affectionate' Lynne Truss Perfect for book lovers, a delightful history of the wonders to be found in the humble book index Most of us give little thought to the back of the book - it's just where you go to look things up. But here, hiding in plain sight, is

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an unlikely realm of ambition and obsession, sparring and politicking, pleasure and play. Here we might find Butchers, to be avoided, or Cows that sh-te Fire, or even catch Calvin in his chamber with a Nonne. This is the secret world of the index: an unsung but extraordinary everyday tool, with an illustrious but little-known past. Here, for the first time, its story is told. Charting its curious path from the monasteries and universities of thirteenth-century Europe to Silicon Valley in the twenty-first, Dennis Duncan reveals how the index has saved heretics from the stake, kept politicians from high

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office and made us all into the readers we are today. We follow it through German print shops and Enlightenment coffee houses, novelists' living rooms and university laboratories, encountering emperors and popes, philosophers and prime ministers, poets, librarians and - of course - indexers along the way. Revealing its vast role in our evolving literary and intellectual culture, Duncan shows that, for all our anxieties about the Age of Search, we are all index-rakers at heart, and we have been for eight hundred years. *A Financial Times and History Today Book of the Year*

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An architect of network theory summarizes his team's endeavor to create a blueprint of the world's networks, citing the scientific elements of the Internet, economies, terrorist organizations, and other knowledge-based groups. Reprint.

The Higher Reality of Business The health of business is inextricably linked with the health of humanity and nature. But our current approaches to leadership treat business as entirely separate—and the result has been recurring economic, environmental, and human crises. In this extraordinary book, Ram Nidumolu uses evocative

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parables and stories from the ancient Indian wisdom texts, the Upanishads, to introduce Being-centered leadership. This new kind of leadership is anchored in the concept of Being, the fundamental reality that underlies all phenomena. Being-centered leaders are guided by an innate sense of interconnection—the good of the whole becomes an integral part of their decisions and actions. Using the experiences of over twenty trailblazing CEOs, as well as those from his own life, Nidumolu describes a four-stage road map every aspiring leader can use to reconnect business to the wider world—to the benefit of all.

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Adapt

The Giving Tree

David and Goliath

Notes on Startups, or How to Build the Future

A Guide to Crafting Business Narratives that
Captivate, Convince, and Inspire

A Saga of Race, Civil Rights, and Murder in the Jazz
Age

Wilful Blindness

*When your nemesis also happens to be
your fiancé, happily ever after becomes
a lot more complicated in this wickedly*

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funny, lovers-to-enemies-to-lovers romantic comedy debut. Naomi Westfield has the perfect fiancé: Nicholas Rose holds doors open for her, remembers her restaurant orders, and comes from the kind of upstanding society family any bride would love to be a part of. They never fight. They're preparing for their lavish wedding that's three months away. And she is miserably and utterly sick of him. Naomi wants out, but there's a catch: whoever ends the

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engagement will have to foot the nonrefundable wedding bill. When Naomi discovers that Nicholas, too, has been feigning contentment, the two of them go head-to-head in a battle of pranks, sabotage, and all-out emotional warfare. But with the countdown looming to the wedding that may or may not come to pass, Naomi finds her resolve slipping. Because now that they have nothing to lose, they're finally being themselves—and having fun with the last

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person they expect: each other. Shortlisted for the 2021 Porchlight Business Book Awards, Current Events & Public Affairs The Wall Street Journal technology columnist reveals the fascinating story behind the misleadingly simple phrase shoppers take for granted—"Arriving Today"—in this eye-opening investigation into the new rules of online commerce, transportation, and supply chain management. We are at a tipping point

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in retail history. While consumers are profiting from the convenience of instant gratification, rapidly advancing technologies are transforming the way goods are transported and displacing workers in ways never before seen. In Arriving Today, Christopher Mims goes deep, far, and wide to uncover how a single product, from creation to delivery, weaves its way from a factory on the other side of the world to our doorstep. He analyzes the

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evolving technologies and management strategies necessary to keep the product moving to fulfill consumers' demand for "arriving today" gratification. Mims reveals a world where the only thing moving faster than goods in an Amazon warehouse is the rate at which an entire industry is being gutted and rebuilt by innovation and mass shifts in human labor practices. He goes behind the scenes to uncover the paradoxes in this

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shift—into the world’s busiest port, the cabin of an 18-wheeler, and Amazon’s automated warehouses—to explore how the promise of “arriving today” is fulfilled through a balletic dance between humans and machines. The scope of such large-scale innovation and expended energy is equal parts inspiring, enlightening, and horrifying. As he offers a glimpse of our future, Mims asks us to consider the system’s vulnerability and its

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resilience, and who shoulders the burden, as we hurtle toward a fully automated system—and what it will mean when we are there.

The secret to finding out anything you want to know is amazingly simple: Ask good questions. Most people trip through life asking bad questions—of teachers, friends, coworkers, clients, prospects, experts, and suspects. Even people trained in questioning, such as journalists and lawyers, commonly ask

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questions that get partial or misleading answers. People in any profession will immediately benefit by developing the skill and art of good questioning. Find Out Anything From Anyone, Anytime will give you the power to: Identify and practice good questioning techniques Recognize types of questions to avoid Know the questions required when hearing unconfirmed reports or gossip Practice good listening techniques and exploit

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all leads Determine when and how to control the conversation Gain real expertise fast Within professional interrogation circles, author James Pyle is known as a strategic debriefer—meaning there is no one around him more skilled at asking questions and getting answers. He has been training other interrogators in questioning techniques since 1989. An electrifying story of the sensational murder trial that divided a

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city and ignited the civil rights struggle In 1925, Detroit was a smoky swirl of jazz and speakeasies, assembly lines and fistfights. The advent of automobiles had brought workers from around the globe to compete for manufacturing jobs, and tensions often flared with the KKK in ascendance and violence rising. Ossian Sweet, a proud Negro doctor-grandson of a slave-had made the long climb from the ghetto to a home of his own in a previously all-

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white neighborhood. Yet just after his arrival, a mob gathered outside his house; suddenly, shots rang out: Sweet, or one of his defenders, had accidentally killed one of the whites threatening their lives and homes. And so it began-a chain of events that brought America's greatest attorney, Clarence Darrow, into the fray and transformed Sweet into a controversial symbol of equality. Historian Kevin Boyle weaves the police investigation

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and courtroom drama of Sweet's murder trial into an unforgettable tapestry of narrative history that documents the volatile America of the 1920s and movingly re-creates the Sweet family's journey from slavery through the Great Migration to the middle class. Ossian Sweet's story, so richly and poignantly captured here, is an epic tale of one man trapped by the battles of his era's changing times. Arc of Justice is the winner of the 2004 National Book Award

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for Nonfiction.

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Normal People

Atomic Habits

Six Degrees: The Science of a Connected Age

Secrets of Calculated Questioning From a Veteran Interrogator

A Novel

Arc of Justice

#1 NEW YORK TIMES, WALL STREET JOURNAL, AND BOSTON GLOBE BESTSELLER • One of the most acclaimed

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books of our time: an unforgettable memoir about a young woman who, kept out of school, leaves her survivalist family and goes on to earn a PhD from Cambridge University “Extraordinary . . . an act of courage and self-invention.”—The New York Times

NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW • ONE OF PRESIDENT BARACK OBAMA’S FAVORITE BOOKS OF THE YEAR • BILL GATES’S HOLIDAY READING LIST • FINALIST: National Book Critics Circle’s Award In Autobiography and John Leonard Prize For Best First Book • PEN/Jean Stein Book Award • Los Angeles Times Book Prize

Born to survivalists in the mountains of Idaho, Tara Westover was seventeen the first time she set foot in a classroom. Her family was so isolated from mainstream society that there was no one to

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ensure the children received an education, and no one to intervene when one of Tara's older brothers became violent. When another brother got himself into college, Tara decided to try a new kind of life. Her quest for knowledge transformed her, taking her over oceans and across continents, to Harvard and to Cambridge University. Only then would she wonder if she'd traveled too far, if there was still a way home. "Beautiful and propulsive . . . Despite the singularity of [Westover's] childhood, the questions her book poses are universal: How much of ourselves should we give to those we love? And how much must we betray them to grow up?"—Vogue NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • O: The Oprah Magazine • Time • NPR • Good Morning America • San Francisco Chronicle • The Guardian • The Economist •

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*One of the world's most beloved and bestselling writers takes his ultimate journey -- into the most intriguing and intractable questions that science seeks to answer. In *A Walk in the Woods*, Bill Bryson trekked the Appalachian Trail -- well, most of it. In *In A Sunburned Country*, he confronted some of the most lethal wildlife Australia has to offer. Now, in his biggest book, he confronts his greatest challenge: to understand -- and, if possible, answer -- the oldest, biggest questions we have posed about the universe and ourselves. Taking as territory everything from the*

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Big Bang to the rise of civilization, Bryson seeks to understand how we got from there being nothing at all to there being us. To that end, he has attached himself to a host of the world's most advanced (and often obsessed) archaeologists, anthropologists, and mathematicians, travelling to their offices, laboratories, and field camps. He has read (or tried to read) their books, pestered them with questions, apprenticed himself to their powerful minds. A Short History of Nearly Everything is the record of this quest, and it is a sometimes profound, sometimes funny, and always supremely clear and entertaining adventure in the realms of human knowledge, as only Bill Bryson can render it. Science has never been more involving or entertaining. In a future world, only one man dares to think, strive, and love as an individual in the midst of a paralyzing collective humanity.

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*A Short History of Nearly Everything
Non-Obvious*