

## Made To Stick

"When it comes to leaders in the social media pedagogy space, Matt Kushin is a pioneer. Not only is Matt an exceptional researcher, but a leading voice in the field with his through and innovative assignments. His new book *Teach Social Media: A Plan for Creating a Course Your Students Will Love* is a must have book for educators who want to create an amazing social media class for their students. Matt is not only able to discuss these ideas for these assignments, but has actually implemented them, allowing him to show he walks the walk as a social media professor. If you're looking to have a book that integrates various assignments from all aspects of social media, make sure to buy this book immediately!" - Karen Freberg, Ph.D., Associate Professor in Strategic Communications at University of Louisville and author of *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. "This is a must-read book for any educators in social media! Dr. Kushin provides a clear and practical roadmap for professors to craft an exceptional social media class. A top concern among faculty who teach social media is the tension between staying relevant and applying the information, while creating a structured course that can run effectively semester to semester. This text is exactly what is needed. It helps faculty understand how to gain a rigorous learning environment that gives students the hands-on experience so necessary in social media education." - Carolyn Mae Kim, Ph.D., Associate Professor of Public Relations and Director of the Public Relations Program in the Department of Media, Journalism and Public Relations at Biola University and author of *Social Media Campaigns: Strategies for Public Relations and Marketing*. About Save time with this 15-week social media course plan. Engage your students with project-based learning. Prepare your students for an ever-changing social media environment with a course that focuses on adaptable knowledge, skills and abilities. Designed around a semester-long social media project, this book provides an end-to-end plan for building and executing a social media class from the ground up. It includes a 15-week syllabus with integrated assignments and activities. By providing lecture ideas and guidance in a how-to style, this book coaches you on how to build a class that is uniquely yours. Turn your class into a hands-on, engaged learning environment where your students will take on a client and build and execute a social media plan. This is not a 'it's on the test' type of class. Your students will learn by doing. The social media environment is transforming at lightning speed. Students must learn more than software skills. That's why this book follows the What, Why, How, Do, Reflect framework which aims to teach students adaptable knowledge and skills and ever-lasting abilities such as critical thinking, problem solving, creative thinking, and ethical decision-making. The economic realities of higher education present challenges to social media professors. Many departments lack access to software and resources. This book shows you how to deliver a high quality, experiential class on a shoe-string budget. Both new and experienced professors can use this book to #TeachConfident in the hyper-evolving social media space. This book is uniquely crafted for educators preparing students for careers as professional communicators in fields such as public relations, marketing, and related specialties. Includes Syllabus Sample Assignments Activities Information about software tools and resources

What if you could stop selling altogether and grow your profits? With *The Serving Mindset*, you'll learn how to serve, elevate your business success, and feel great about it! Targeted to business owners and entrepreneurs who are very good at what they do but feel guilt and shame around selling and sales and therefore limit their own success and overall possibilities, *The Serving Mindset: Stop Selling and Grow Your Business* positions selling as serving and takes readers through the process of why and how to acquire this "serving mindset" and put it into practice. For readers who hate sales, *The Serving Mindset* will help you diagnose the source of the issue, understand how your mindset affects your sales directly, and discover a fresh approach to selling as serving—an essential lesson for enabling any business to explore maximum levels of prosperity. Using case studies as well as the experience of the author and that of her professional-coaching clients, *The Serving Mindset* is sure to change how readers view selling, serving, and growing. The powerful insights and applications in this book are game-changers for every business owner and entrepreneur who wants to attract and secure ideal customers and premium clients while maintaining integrity to his or her own core values.

In one way or another, we all carry trauma. It can manifest as anxiety, shame, low self-esteem, over-eating, under-eating, addiction, depression, confusion, people-pleasing, under-earning, low mood, negative thinking, social anxiety, anger, brain fog and more. Traumas, big or 'little', leave us trapped in cycles of dysfunctional behaviours, negative thoughts and difficult feelings. Yet many people are unaware they're stuck in old reactions and patterns that stem from their past traumas. Many of us are wary of the word and push it away instead of moving towards it and learning how to break free. Dr Sarah Woodhouse is a Research Psychologist who specialises in trauma and is passionate about helping people face this word and their past. In *You're Not Broken* she teaches you what a trauma is (it's probably not what you think), and how to recognise when, why and how your past is holding you back. She gently explains the pitfalls of ignoring awkward, upsetting episodes and how true freedom comes from looking back at your past with honesty. Then, sharing the latest research-based techniques and her own personal experience, she guides you towards breaking the trauma loop, reawakening your true self and reclaiming your future.

A New York Times Bestseller Winner of the James Beard Award for General Cooking and the IACP Cookbook of the Year Award "The one book you must have, no matter what you're planning to cook or where your skill level falls."—New York Times Book Review Ever wondered how to pan-fry a steak with a charred crust and an interior that's perfectly medium-rare from edge to edge when you cut into it? How to make homemade mac 'n' cheese that is as satisfyingly gooey and velvety-smooth as the blue box stuff, but far tastier? How to roast a succulent, moist turkey (forget about brining!)—and use a foolproof method that works every time? As *Serious Eats*'s culinary nerd-in-residence, J. Kenji López-Alt has pondered all these questions and more. In *The Food Lab*, Kenji focuses on the science behind beloved American dishes, delving into the interactions between heat, energy, and molecules that create great food. Kenji shows that often, conventional methods don't work that well, and home cooks can achieve far better results using new—but simple—techniques. In hundreds of easy-to-make recipes with over 1,000 full-color images, you will find out how to make foolproof Hollandaise sauce in just two minutes, how to transform one simple tomato sauce into a half dozen dishes, how to make the crispiest, creamiest potato casserole ever conceived, and much more.

"Microbiology covers the scope and sequence requirements for a single-semester microbiology course for non-majors. The book presents the core concepts of microbiology with a focus on applications for careers in allied health. The pedagogical features of the text make the material interesting and accessible while maintaining the career-application focus and scientific rigor inherent in the subject matter. Microbiology's art program enhances students' understanding of concepts through clear and effective illustrations, diagrams, and photographs. Microbiology is produced through a collaborative publishing agreement between OpenStax and the American Society for Microbiology Press. The book aligns with the curriculum guidelines of the American Society for Microbiology."--BC Campus website.

PLEASE NOTE: This is a companion to Chip Heath's & et al *Made to Stick* and NOT the original book. Preview: *In Made to Stick: Why Some Ideas Survive and Others Die* (2007), educators and brothers Chip Heath and Dan Heath offer a guide for sharing ideas that stick with listeners. As a framework for their advice, they offer the acronym SUCCEs, short for simple, unexpected, concrete, credible, emotional, and stories.... Inside this companion to the book: · Overview of the Book · Insights from the Book · Important People · Author's Style and Perspective · Intended Audience About the Author: With Instaread, you can get the notes and insights from a book in 15 minutes or less. Visit our website at [instaread.co](http://instaread.co).

Golding's iconic 1954 novel, now with a new foreword by Lois Lowry, remains one of the greatest books ever written for young adults and an unforgettable classic for readers of any age. This edition includes a new *Suggestions for Further Reading* by Jennifer Buehler. At the dawn of

the next world war, a plane crashes on an uncharted island, stranding a group of schoolboys. At first, with no adult supervision, their freedom is something to celebrate. This far from civilization they can do anything they want. Anything. But as order collapses, as strange howls echo in the night, as terror begins its reign, the hope of adventure seems as far removed from reality as the hope of being rescued.

Greece in the age of Heroes. Patroclus, an awkward young prince, has been exiled to the kingdom of Phthia. Here he is nobody, just another unwanted boy living in the shadow of King Peleus and his golden son, Achilles. Achilles, 'best of all the Greeks', is everything Patroclus is not - strong, beautiful, the child of a goddess - and by all rights their paths should never cross. Yet one day, Achilles takes the shamed prince under his wing and soon their tentative companionship gives way to a steadfast friendship. As they grow into young men skilled in the arts of war and medicine, their bond blossoms into something far deeper - despite the displeasure of Achilles's mother Thetis, a cruel and deathly pale sea goddess with a hatred of mortals. Fate is never far from the heels of Achilles. When word comes that Helen of Sparta has been kidnapped, the men of Greece are called upon to lay siege to Troy in her name. Seduced by the promise of a glorious destiny, Achilles joins their cause, Torn between love and fear for his friend, Patroclus follows Achilles into war, little knowing that the years that follow will test everything they have learned, everything they hold dear. And that, before he is ready, he will be forced to surrender his friend to the hands of Fate. Profoundly moving and breathtakingly original, this rendering of the epic Trojan War is a dazzling feat of the imagination, a devastating love story, and an almighty battle between gods and kings, peace and glory, immortal fame and the human heart.

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't*, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: *The Five White Lies of Communicating*: learn which barriers prevent you from getting better *The Communicator's Roadmap*: use a tool to visually chart what type of communication experience you create *The Behaviors of Trust*: align what you say with how you say it to better connect with your audience *The Decker Grid*: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? *Upstream* probes the psychological forces that push us downstream—including "problem blindness," which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation's culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. *Upstream* delivers practical solutions for preventing problems rather than reacting to them. How many problems in our

lives and in society are we tolerating simply because we've forgotten that we can fix them?

In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap* (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book *Zag*, he illustrates the first big step in building a high-performance brand-radical differentiation.

Rules for developing talent with disciplined, deliberate, intelligent practice We live in a competition loving culture. We love the performance, the big win, the ticking seconds of the clock as the game comes down to the wire. We watch games and cheer, sometimes to the point of obsession, but if we really wanted to see greatness—wanted to cheer for it, see it happen, understand what made it happen—we'd spend our time watching, obsessing on, and maybe even cheering the practices instead. This book puts practice on the front burner of all who seek to instill talent and achievement in others as well as in themselves. This is a journey to understand that practice, not games, makes champions. In this book, the authors engage the dream of better, both in fields and endeavors where participants know they should practice and also in those where many do not yet recognize the transformative power of practice. And it's not just whether you practice. How you practice may be a true competitive advantage. Deliberately engineered and designed practice can revolutionize our most important endeavors. The clear set of rules presented in *Practice Perfect* will make us better in virtually every performance of life. The "how-to" rules of practice cover such topics as rethinking practice, modeling excellent practice, using feedback, creating a culture of practice, making new skills stick, and hiring for practice. Discover new ways to think about practice. Learn how to design successful practice. Apply practice across a wide range of realms, both personal and professional The authors include specific activities to jump-start practice Doug Lemov is the best-selling author of *Teach Like a Champion* A hands-on resource to practice, the rules within will help to create positive outliers and world-changing reservoirs of talent.

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results: • The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients • The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping • The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

Presents a case of scandal, crime, and justice in medieval France, where a Norman knight returns from Scotland and finds his wife accusing an old friend and fellow courtier of raping her, leading to a battle to the death.

In 1967, after a session with a psychiatrist she'd never seen before, eighteen-year-old Susanna Kaysen was put in a taxi and sent to McLean Hospital. She spent most of the next two years in the ward for teenage girls in a psychiatric hospital as renowned for its famous clientele—Sylvia Plath, Robert Lowell, James Taylor, and Ray Charles—as for its progressive methods of treating those who could afford its sanctuary. Kaysen's memoir encompasses horror and razor-edged perception while providing vivid portraits of her fellow patients and their keepers. It is a brilliant evocation of a "parallel universe" set within the kaleidoscopically shifting landscape of the late sixties. *Girl, Interrupted* is a clear-sighted, unflinching document that gives lasting and specific dimension to our definitions of sane and insane, mental illness and recovery.

The best-selling authors of *It Starts With Food* outline a scientifically based, step-by-step guide to weight loss that explains how to change one's relationship with food for better habits, improved digestion and a stronger immune system. 150,000 first printing.

Edward Tulane, a cold-hearted and proud toy rabbit, loves only himself until he is separated from the little girl who adores him and travels across the country, acquiring new owners and listening to their hopes, dreams, and histories. Jr Lib Guild. Teacher's Guide available. Reprint.

Despite promises of "fast and easy" results from slick marketers, real personal growth is neither fast nor easy. The truth is that hard work, courage, and self-discipline are required to achieve meaningful results—results that are not attained by those who cling to the fantasy of achievement without effort. *Personal Development for Smart People* reveals the unvarnished truth about what it takes to consciously grow as a human being. As you read, you'll learn the seven universal principles behind all successful growth efforts (truth, love, power, oneness, authority, courage, and intelligence); as well as practical, insightful methods for improving your health, relationships, career, finances, and more. You'll see how to become the conscious creator of your life instead of feeling hopelessly adrift, enjoy a fulfilling career that honors your unique self-expression, attract empowering relationships with loving, compatible partners, wake up early feeling motivated, energized, and enthusiastic, achieve inspiring goals with disciplined daily habits and much more! With its refreshingly honest yet highly motivating style, this fascinating book will help you courageously explore, creatively express, and consciously embrace your extraordinary human journey.

Now a Netflix film starring Tom Holland and Robert Pattinson A dark and riveting vision of 1960s America that delivers literary excitement in the highest degree. In *The Devil All the Time*, Donald Ray Pollock has written a novel that marries the twisted

intensity of Oliver Stone's *Natural Born Killers* with the religious and Gothic overtones of Flannery O'Connor at her most haunting. Set in rural southern Ohio and West Virginia, *The Devil All the Time* follows a cast of compelling and bizarre characters from the end of World War II to the 1960s. There's Willard Russell, tormented veteran of the carnage in the South Pacific, who can't save his beautiful wife, Charlotte, from an agonizing death by cancer no matter how much sacrificial blood he pours on his "prayer log." There's Carl and Sandy Henderson, a husband-and-wife team of serial killers, who troll America's highways searching for suitable models to photograph and exterminate. There's the spider-handling preacher Roy and his crippled virtuoso-guitar-playing sidekick, Theodore, running from the law. And caught in the middle of all this is Arvin Eugene Russell, Willard and Charlotte's orphaned son, who grows up to be a good but also violent man in his own right. Donald Ray Pollock braids his plotlines into a taut narrative that will leave readers astonished and deeply moved. With his first novel, he proves himself a master storyteller in the grittiest and most uncompromising American grain.

For fans of the popular Twitter account @ASmallFiction comes a little book with a lot of big stories and images; some funny, some scary, but always thought-provoking! From the humorous to the bleak, the dystopian to the dog-filled, there's a story for every occasion, and an occasion for every story. With stories told in 140 characters or less, *A Small Fiction* delivers brilliant yet brief tales destined to stick with readers long after they turn the page. Through the genre lenses of science fiction, fantasy, contemporary fiction, folklore, and humor, each of these illustrated micro-fictions is a peephole that reveals a bigger world.

*Brideshead Revisited, The Sacred and Profane Memories of Captain Charles Ryder* is a novel by English writer Evelyn Waugh, the life and romances of the protagonist Charles Ryder, most especially his friendship with the Flytes, a family of wealthy English Catholics who live in a palatial mansion called Brideshead Castle. Ryder has relationships with two of the Flytes: Sebastian and Julia. The novel explores themes including nostalgia for the age of English aristocracy, Catholicism, and the nearly overt homosexuality of Sebastian Flyte and 's coterie at Oxford University. A faithful and well-received television adaptation of the novel was produced in an 11-part miniseries by Granada Television in 1981.

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. \*As you read this summary, you will discover the six essential foundations that allow ideas to be heard and considered. You will be able to apply them and make your voice heard. \*You will also learn : the importance of keeping it simple to generate interest; why concrete examples are important to persuade your audience; the unexpected and surprise make a message attractive; why credibility is important... but not mandatory; why emotion is important and "catches" the audience; how to captivate the audience by integrating a story that will make a lasting impression. \*Why are urban legends so successful? Conversely, why is it that real information is difficult to get across? Because it all depends on the catchphrase. An urban legend works because it contains details and tells a story. Conversely, an argument made up of statistics is hard to catch the eye. But then, how do you get more attention and adherence? Discover the 6 simple principles described by authors Chip and Dan Heath. \*Buy now the summary of this book for the modest price of a cup of coffee!

It's warming. It's us. We're sure. It's bad. But we can fix it. After speaking to the international public for close to fifteen years about sustainability, climate scientist Dr. Nicholas realized that concerned people were getting the wrong message about the climate crisis. Yes, companies and governments are hugely responsible for the mess we're in. But individuals CAN effect real, significant, and lasting change to solve this problem. Nicholas explores finding purpose in a warming world, combining her scientific expertise and her lived, personal experience in a way that seems fresh and deeply urgent: Agonizing over the climate costs of visiting loved ones overseas, how to find low-carbon love on Tinder, and even exploring her complicated family legacy involving supermarket turkeys. In her astonishing book *Under the Sky We Make*, Nicholas does for climate science what Michael Pollan did more than a decade ago for the food on our plate: offering a hopeful, clear-eyed, and somehow also hilarious guide to effecting real change, starting in our own lives. Saving ourselves from climate apocalypse will require radical shifts within each of us, to effect real change in our society and culture. But it can be done. It requires, Dr. Nicholas argues, belief in our own agency and value, alongside a deep understanding that no one will ever hand us power--we're going to have to seize it for ourselves.

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they're not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world's youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

Focusing on successful marketing campaigns and undying urban legends, this book is written for anyone who strives to craft messages that are memorable and lasting.

In this guide, the authors shows that sticky messages of all kinds - from the infamous 'kidney theft ring' hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony - draw their power from the same six traits. 'Made to Stick' presents success stories (and failures) - the scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of 'the Mother Teresa Effect'; the elementary-school teacher whose simulation prevented racial prejudice. It brings the principles of winning ideas - and tells how apply these rules to making a

messages stick.

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions--in our lives, careers, families and organizations. In *Decisive*, Chip Heath and Dan Heath, the bestselling authors of *Made to Stick* and *Switch*, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

An exploration of why people all over the world love to engage in pain on purpose--from dominatrices, religious ascetics, and ultramarathoners to ballerinas, icy ocean bathers, and sideshow performers Masochism is sexy, human, reviled, worshipped, and can be delightfully bizarre. Deliberate and consensual pain has been with us for millennia, encompassing everyone from Black Plague flagellants to ballerinas dancing on broken bones to competitive eaters choking down hot peppers while they cry. Masochism is a part of us. It lives inside workaholics, tattoo enthusiasts, and all manner of garden variety pain-seekers. At its core, masochism is about feeling bad, then better—a phenomenon that is long overdue for a heartfelt and hilarious investigation. And Leigh Cowart would know: they are not just a researcher and science writer—they're an inveterate, high-sensation seeking masochist. And they have a few questions: Why do people engage in masochism? What are the benefits and the costs? And what does masochism have to say about the human experience? By participating in many of these activities themselves, and through conversations with psychologists, fellow scientists, and people who seek pain for pleasure, Cowart unveils how our minds and bodies find meaning and relief in pain—a quirk in our programming that drives discipline and innovation even as it threatens to swallow us whole.

**FOREWORD BY GUY KAWASAKI** Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — [presentationzen.com](http://presentationzen.com) — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Upper Saddle River, N.J. : Creative Homeowner,

**NEW YORK TIMES BESTSELLER** • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the “fake news” era. Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick. **BONUS:** This edition contains an excerpt from Chip Heath and Dan Heath's *Switch*.

A celebration of the power of imagination from the Theodor Seuss Geisel Honor Award-winning creator of *Not a Box* Experience the thrill of the moment when pretend feels so real that it actually becomes real! Following the critically acclaimed *Not a Box*, this book proves that a stick is not always just a stick. Whether it's conducting an orchestra, painting a masterpiece, or slaying a dragon—give a child a stick and let imagination take over and the magic begin.

The #1 New York Times bestseller. Over 3 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 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, 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 hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

The first-ever full reckoning with Marvel Comics' interconnected, half-million-page story, a revelatory guide to the “epic of

epics”—and to the past sixty years of American culture—from a beloved authority on the subject who read all 27,000+ Marvel superhero comics and lived to tell the tale “Brilliant, eccentric, moving and wholly wonderful. . . . Wolk proves to be the perfect guide for this type of adventure: nimble, learned, funny and sincere. . . . All of the Marvels is magnificently marvelous. Wolk’s work will invite many more alliterative superlatives. It deserves them all.” —Junot Díaz, New York Times Book Review The superhero comic books that Marvel Comics has published since 1961 are, as Douglas Wolk notes, the longest continuous, self-contained work of fiction ever created: over half a million pages to date, and still growing. The Marvel story is a gigantic mountain smack in the middle of contemporary culture. Thousands of writers and artists have contributed to it. Everyone recognizes its protagonists: Spider-Man, the Avengers, the X-Men. Eighteen of the hundred highest-grossing movies of all time are based on parts of it. Yet not even the people telling the story have read the whole thing—nobody’s supposed to. So, of course, that’s what Wolk did: he read all 27,000+ comics that make up the Marvel Universe thus far, from Alpha Flight to Omega the Unknown. And then he made sense of it—seeing into the ever-expanding story, in its parts and as a whole, and seeing through it, as a prism through which to view the landscape of American culture. In Wolk’s hands, the mammoth Marvel narrative becomes a fun-house-mirror history of the past sixty years, from the atomic night terrors of the Cold War to the technocracy and political division of the present day—a boisterous, tragicomic, magnificently filigreed epic about power and ethics, set in a world transformed by wonders. As a work of cultural exegesis, this is sneakily significant, even a landmark; it’s also ludicrously fun. Wolk sees fascinating patterns—the rise and fall of particular cultural aspirations, and of the storytelling modes that conveyed them. He observes the Marvel story’s progressive visions and its painful stereotypes, its patches of woeful hackwork and stretches of luminous creativity, and the way it all feeds into a potent cosmology that echoes our deepest hopes and fears. This is a huge treat for Marvel fans, but it’s also a revelation for readers who don’t know Doctor Strange from Doctor Doom. Here, truly, are all of the marvels.

This business classic features straight-talking advice you’ll never hear in school. Featuring a new foreword by Ariel Emanuel and Patrick Whitesell Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries. To this day, McCormack’s business classic remains a must-read for executives and managers at every level. Relating his proven method of “applied people sense” in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on • the secret life of a deal • management philosophies that don’t work (and one that does) • the key to running a meeting—and how to attend one • the positive use of negative reinforcement • proven ways to observe aggressively and take the edge • and much more Praise for What They Don’t Teach You at Harvard Business School “Incisive, intelligent, and witty, What They Don’t Teach You at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot.”—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox “Clear, concise, and informative . . . Like a good mentor, this book will be a valuable aid throughout your business career.”—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc. “Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well.”—Arnold Palmer “There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport.”—Frank Deford, senior contributing writer, Sports Illustrated

Discusses the best methods of learning, describing how rereading and rote repetition are counterproductive and how such techniques as self-testing, spaced retrieval, and finding additional layers of information in new material can enhance learning. Dear Reader, I have written this workbook for you to use as a guide on how to drop anchor when life, and the world around you, gets too daunting. It's filled with exercises and information for when you're suddenly forced to confront the hard truths or as I like to call them the BIG SIX realities – difficult emotions, uncertainty, loneliness, change, dissatisfaction and death. It isn't just about how to get through a pandemic... Or the post-pandemic fall-out. It is a WAKE UP call. One that will increase your awareness of every moment through mindfulness. So SCRIBBLE in it. DOODLE in it. Take it EVERYWHERE. No one is going to see what's inside but you. This is not just another self-help book. Think of it as an evolve-yourself book. I do hope it helps you hold the rudder straight, no matter how turbulent the waves, and that you come out the other end buoyant, with a new appreciation for the privilege of life. Love RUBY x

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