

Decisive How To Make Better Choices In Life And Work

The U.S. military does not believe its soldiers, sailors, airmen, and marines should be engaged in combat with adversaries on a "level playing field." Our combat individuals enter engagements to win. To that end, the United States has used its technical prowess and industrial capability to develop decisive weapons that overmatch those of potential enemies. In its current engagement-what has been identified as an "era of persistent conflict"- the nation's most important weapon is the dismounted soldier operating in small units. Today's soldier must be prepared to contend with both regular and irregular adversaries. Results in Iraq and Afghanistan show that, while the U.S. soldier is a formidable fighter, the contemporary suite of equipment and support does not afford the same high degree of overmatch capability exhibited by large weapons platforms-yet it is the soldier who ultimately will play the decisive role in restoring stability. Making the Soldier Decisive on Future Battlefields establishes the technical requirements for overmatch capability for dismounted soldiers operating individually or in small units. It prescribes technological and organizational capabilities needed to make the dismounted soldier a decisive weapon in a changing, uncertain, and complex future environment and provides the Army with 15 recommendations on how to focus its efforts to enable the soldier and tactical small unit (TSU) to achieve overmatch.

Today, the world offers us more options than ever before, but it also forces us to juggle more priorities, to make more choices, and to make them faster. The result: a crisis of doing too much, or not enough, and making our decisions based on impulse, stress or guilt. In 10-10-10 Suzy Welch offers an exciting, effective strategy that will help you make the right decision in any situation, at work or at home; with colleagues, family or friends. The rule is deceptively simple: when faced with a decision, consider what the consequences and outcomes of your various options would be in 10 minutes, 10 months, and 10 years. But the results are extraordinary. Using the framework of 10-10-10 will allow you to think through your decisions and to match them with the expectations and values you hold dearest. Most importantly, it allows you to chart a path in the direction you want, and to head confidently towards it with focus, balance, and joy.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will learn how to stop falling into the traps that lead you to make bad decisions. You will also learn to : broaden your perspectives; confront your assumptions with reality; take distance; prioritize your priorities. Chip and Dan Heath have developed an effective methodology to help you see opportunities and avoid falling into your usual ways. Point by point, they detail and analyze common blocking situations and propose relevant alternatives. With "How to make the right choices", you will never again be powerless in your decision making. On the contrary, you will feel in full possession of your means to seize the best opportunities, in the professional and private fields. *Buy now the summary of this book for the modest price of a cup of coffee!

Everybody has to make decisions—they are unavoidable. Yet we receive little or no education or training on how to make decisions. Business decisions can be difficult: which people to hire, which product lines or facilities to expand and which to sell or shut down, which bid or proposal to accept, which process to implement, how much R&D to invest in, which environmental projects should receive the highest priority, etc. This book gives you all the tools you need to... • clarify and reach alignment on goals and objectives and understand trade-offs in reaching those goals, • develop and examine alternatives, • systematically analyze the effects of risk and uncertainty, and • maximize the chances of achieving your goals and objectives. Success (getting what you want) depends on luck and good decision making. You can't control your luck, but you can maximize your odds by making the best possible decisions, and this book gets you there. Broadly speaking, this book organizes and presents otherwise formal decision-making tools in an intuitively understandable fashion. The presentation is informal, but the concepts and tools are research-based and formally accepted.

Through a blend of compelling exercises, illustrations, and stories, the bestselling author of Thinking in Bets will train you to combat your own biases, address your weaknesses, and help you become a better and more confident decision-maker. What do you do when you're faced with a big decision? If you're like most people, you probably make a pro and con list, spend a lot of time obsessing about decisions that didn't work out, get caught in analysis paralysis, endlessly seek other people's opinions to find just that little bit of extra information that might make you sure, and finally go with your gut. What if there was a better way to make quality decisions so you can think clearly, feel more confident, second-guess yourself less, and ultimately be more decisive and be more productive? Making good decisions doesn't have to be a series of endless guesswork. Rather, it's a teachable skill that anyone can sharpen. In How to Decide, bestselling author Annie Duke and former professional poker player lays out a series of tools anyone can use to make better decisions. You'll learn: • To identify and dismantle hidden biases. • To extract the highest quality feedback from those whose advice you seek. • To more accurately identify the influence of luck in the outcome of your decisions. • When to decide fast, when to decide slow, and when to decide in advance. • To make decisions that more effectively help you to realize your goals and live your values. Through interactive exercises and engaging thought experiments, this book helps you analyze key decisions you've made in the past and troubleshoot those you're making in the future. Whether you're picking investments, evaluating a job offer, or trying to figure out your romantic life, How to Decide is the key to happier outcomes and fewer regrets.

The Wars of the Roses, which tore apart the ruling Plantagenet family in fifteenth-century England, was truly a domestic drama, as fraught and intimate as any family feud before or since. But as acclaimed historian Sarah Gristwood reveals, while the events of this turbulent time are usually described in terms of the men who fought and died seeking the throne, a handful of powerful women would prove just as decisive as their kinfolks' clashing armies. A richly drawn, absorbing epic, Blood Sisters reveals how women helped to end the Wars of the Roses, paving the way for the Tudor age—and the creation of modern England.

Many organizations don't know how to make and execute good decisions. In this book, the authors draw on Bain & Company's extensive research and experience to present a five-step process for improving your company's decision abilities.--[book jacket]

Based upon his weekly Harvard Business Review columns (which is one of the most popular columns on HBR.com, receiving hundreds of thousands of unique page views a month), 18 MINUTES clearly shows how busy people can cut through all the daily clutter and distractions and find a way to focus on those key items which are truly the top priorities in our lives. Bregman works from the premise that the best way to combat constant and distracting interruptions is to create productive distractions of one's own. Based upon a series of short bite-sized chapters, his approach allows us to safely navigate through the constant chatter of emails, text messages, phone calls, and endless meetings that prevent us from focusing our time on those things that are truly important to us. Mixing first-person insights along with unique case studies, Bregman sprinkles his charming book with pathways which help guide us -- pathways that can get us on the right trail in 18 minutes or less.

The first book to use the unexpected discoveries of neuroscience to help us make the best decisions Since Plato, philosophers have described the decision-making process as either rational or emotional: we carefully deliberate, or we "blink" and go with our gut. But as scientists break open the mind's black box with the latest tools of neuroscience, they're discovering that this is not how the mind works. Our best decisions are a finely tuned blend of both feeling and reason—and the precise mix depends on the situation. When buying a house, for example, it's best to let our unconscious mull over the many variables. But when we're picking a stock, intuition often leads us astray. The trick is to determine when to use the different parts of the brain, and to do this, we need to think harder (and smarter) about how we think. Jonah Lehrer arms us with the tools we need, drawing on cutting-edge research as well as the real-world experiences of a wide range of "deciders"—from airplane pilots and hedge fund investors to serial killers and poker players. Lehrer shows how people are taking advantage of the new science to make better television shows, win more football games, and improve military intelligence. His goal is to answer two questions that are of interest to just about anyone, from CEOs to firefighters: How does the human mind make decisions? And how can we make those decisions better?

You are faced with so many difficult decisions. Often your decision making seems random. It can be swayed by different situations and emotions. You need to be more rigorous in the way you make decisions and yet you have very little time to do so. Experience from others who have made tough decisions and a framework to help you do so would be invaluable. The courage to make decisions is sometimes a bit elusive. It is difficult to find the calmness to be able to make and live with those decisions. There is so much that can be learned from the experience of others. After working through this book you will have the courage of your convictions and the ability to make difficult decisions count. The book sets out a framework for making difficult decisions that has been tried and tested. It has been used successfully in one-to-one coaching with senior leaders in both the public, private and voluntary sectors. The framework is built on the following strands: Clarity; Conviction; Courage; and Communication.

An uneasy alliance between warring families gets heated in this otherworldly novella from bestselling author Ilona Andrews. At first glance, the planet Rada seems like a lush paradise. But the ruling families, all boasting genetically enhanced abilities, are in constant competition for power--and none more so than the Adlers and the Baenas. For generations, the powerful families have pushed and pulled each other in a dance for dominance. Until a catastrophic betrayal from within changes everything. Now, deadly, disciplined, and solitary leaders Ramona Adler and Matias Baena must put aside their enmity and work together in secret to prevent sinister forces from exploiting universe-altering technology. Expecting to suffer through their uneasy alliance, Ramona and Matias instead discover that they understand each other as no one in their families can--and that their combined skills may eclipse the risks of their forbidden alliance. As the two warriors risk their lives to save their families, they must decide whether to resist or embrace the passion simmering between them. For now, the dance between their families continues--but just one misstep could spell the end of them both.

At last a practical guide on intuitive decision-making for anyone in the business world to get to the answer they need faster. Intuition is the great differentiator in business. Listening to, trusting, and acting on your intuitive intelligence separates you from the pack as most people are not listening to theirs. Intuition is the one intangible skill that enables teams to function at a higher level and add more dimension and power to their ability to solve problems and grow. Yet the question that each business leader and manager struggles to answer is how do you train and develop intuitive thinking in a team to achieve the greatest result? Decisive Intuition is for business leaders, managers, and employees who want answers to this question and are ready to accelerate their company culture. Practice this 6-step process for harnessing your intuitive intelligence with practical business applications. Hear how successful business leaders are integrating intuitive skills into their companies for cutting-edge results. Explore directional, social, and informational intuition and how you can apply them to different areas of your business for greater results. Learn about the 5 roadblocks to accessing your intuitive intelligence and how to overcome them. Discover the latest findings in neuroscience and techniques to access your intuitive, subconscious mind for arriving at better decisions, faster.

The Enhanced Edition includes short-course videos by the coauthors for each of the twelve chapters of the book (total of 18.5 minutes). Both Brian Tracy and Christina Tracy Stein show how to apply the messages of each chapter to everyday life. Videos include: Your Full Potential, Confront Your Frogs, You Become What You Think, The Law of Substitution, Victim of Victor in Life, and The Law of Forgiveness. Just like the lonely princess in the fairy tale who was reluctant to lock lips with a warty frog and transform him into a handsome prince, something stops many of us short of attaining our dreams. Our negative thoughts, emotions, and attitudes can threaten to keep us from achieving all that we're capable of. Here bestselling author and speaker Brian Tracy and his daughter, therapist Christina Tracy Stein, provide a set of practical, proven strategies anyone can use to turn those negative frogs into positive princes. Tracy and Stein present a step-by-step plan that addresses the root causes of negativity, helps you uncover blocks that have become mental obstacles, and shows how you can transform them into stepping-stones to achieve your fullest potential. The book distills, in an accessible and immediately useful form, what Tracy has presented in more than 5,000 talks and seminars with more than five million people in fifty-eight countries and what Stein has learned through thousands of hours of counseling people from all walks of life. "There is nothing either good or bad, but thinking makes it so," the authors quote Shakespeare. The many powerful techniques and exercises in this book will help you change your mindset so that you discover something worthwhile in every person and experience, however difficult and challenging they might seem at first. You'll learn how to develop unshakable self-confidence, become your best self, and begin living an extraordinary life.

Read this million-copy bestseller for leadership insights about top-down change to improve productivity in your business starting with the most important person: You. When Captain Abrashoff took over as commander of USS Benfold, it was like a business that had all the latest technology but only some of the productivity. Knowing that responsibility for improving performance rested with him, he realized he had to improve his own leadership skills before he could improve his ship. Within months, he created a crew of confident and inspired problem-solvers eager to take the initiative and responsibility for their actions. The slogan on board became "It's your ship," and Benfold was soon recognized far and wide as a model of naval efficiency. How did Abrashoff do it? Against the backdrop of today's United States Navy, Abrashoff shares his secrets of successful management including: See the ship through the eyes of the crew: By soliciting a sailor's

suggestions, Abrashoff drastically reduced tedious chores that provided little additional value. Communicate, communicate, communicate: The more Abrashoff communicated the plan, the better the crew's performance. His crew eventually started calling him "Megaphone Mike," since they heard from him so often. Create discipline by focusing on purpose: Discipline skyrocketed when Abrashoff's crew believed that what they were doing was important. Listen aggressively: After learning that many sailors wanted to use the GI Bill, Abrashoff brought a test official aboard the ship-and held the SATs forty miles off the Iraqi coast. From achieving amazing cost savings to winning the highest gunnery score in the Pacific Fleet, Captain Abrashoff's extraordinary campaign sent shock waves through the U.S. Navy. It can help you change the course of your ship, no matter where your business battles are fought.

Why do smart and experienced leaders make flawed, even catastrophic, decisions? Why do people keep believing they have made the right choice, even with the disastrous result staring them in the face? And how can you be sure you're making the right decision--without the benefit of hindsight? Sydney Finkelstein, Jo Whitehead, and Andrew Campbell show how the usually beneficial processes of the human mind can become traps when we face big decisions. The authors show how the shortcuts our brains have learned to take over millennia of evolution can derail our decision making. Think Again offers a powerful model for making better decisions, describing the key red flags to watch for and detailing the decision-making safeguards we need. Using examples from business, politics, and history, Think Again deconstructs bad decisions, as they unfolded in real time, to show how you can avoid the same fate.

Every industry revolves around Key People of Influence. People think it takes decades of hard work, academic qualifications and good luck to become a Key Person of Influence. This book shows that there is a strategy for fast-tracking your way to the inner circle of the industry you love. Your ability to succeed depends on your ability to influence.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada Just making a decision can be hard enough, but how do you begin to judge whether it's the right one? Chip and Dan Heath, authors of #1 New York Times best-seller Switch, show you how to overcome your brain's natural shortcomings. In Decisive, Chip and Dan Heath draw on decades of psychological research to explain why we so often get it very badly wrong - why our supposedly rational brains are frequently tripped up by powerful biases and wishful thinking. At the same time they demonstrate how relatively easy it is to avoid the pitfalls and find the best answers, offering four simple principles that we can all learn and follow. In the process, they show why it is that experts frequently make mistakes. They demonstrate the perils of getting trapped in a narrow decision frame. And they explore people's tendency to be over-confident about how their choices will unfold. Drawing on case studies as diverse as the downfall of Kodak and the inspiring account of a cancer survivor, they offer both a fascinating tour through the workings of our minds and an invaluable guide to making smarter decisions. Winner in the Practical Manager category of the CMI Management Book of the Year awards 2014.

It can be difficult to think clearly and deeply when a decision must be made, especially for principals and other administrators barraged with information, questions, and demands on their time. When even the smallest mistake can negatively affect students and staff, strong decision-making skills are crucial. By focusing on key questions, however, school leaders can find a path through the complex decisions they encounter every day. What If I'm Wrong? and Other Key Questions for Decisive School Leadership guides you past the pitfalls of split-second instinct, groupthink, prejudice, and the rush to judgment. Leadership coach and former principal Simon Rodberg pulls together true stories from his own experience, examples of a range of school issues, and the latest research in cognitive science into a five-question framework for school leaders to ask themselves when facing a decision: - What am I missing? - What's one small step? - Where's the trade-off? - Does it have to be this way? - What if I'm wrong? By prompting you to reflect on your own thought processes and cognitive blind spots, Rodberg's approach helps you build good habits of strategic decision making. Learn to navigate both tough dilemmas and everyday challenges as a decisive school leader.

All You Need To Understand How To Think Critically, Make Better Decisions, And Embolden Your Resolve! Are You Constantly Struggling To Make The Right Decisions In Your Life? Do You Feel Overwhelmed By All The Information That You Have To Process On A Daily Basis And Need A Way To Simplify Your Decision-Making Process? Do You Find Yourself Making Decisions But Failing To Follow Through On Them? If so, "DECISIVE CRITICAL THINKING: IMPROVE DECISION MAKING AND RESOLVE!" by Kimiya is THE book for you! It will provide you with the most advanced tools and techniques that will help you transform the way you make decisions in your life! We all make decisions every minute of our lives. But are we truly aware of how we make these choices or are we running on autopilot? Are these the best decisions for us? You need to learn how to analyze different situations critically and then choose the best option available. This is not a complex skill. Anyone can learn how to think critically to improve their decision-making. Better decisions lead to a better life. Learning how to think critically will put you way ahead of your peers. Studies show that only 6 percent of high school seniors can look at written text and make critical judgments based on what they read. By developing this important skill, you will be able to discern genuine facts from what we now call "fake news." What Makes This Book Unique? What makes this book different from others in its category is the way it approaches the different techniques of critical thinking and decision making. Most other books beat about the bush with case study after case study without really teaching you how to apply these concepts. Simply put, they overcomplicate things. This can easily leave a reader who is unfamiliar with the topic confused and frustrated. However, this book provides you with real-life applications and examples of how everyday people can implement decisive critical thinking. This guide shows you the various techniques and models that you can use to make decisions. Both beginners and those more familiar with the topic will find the content manageable and easy to understand. Everything is written in a step-by-step manner so that you first create a strong foundation

before moving deeper into the book. You Will Learn The Following: * Introduction into critical thinking* Brief history of critical thinking* How to improve your decision making skills* How to enhance your critical thinking skills* The different frameworks and models used in decision making* Decision making styles* How to spot fake news. * And much more! You have made an excellent decision by choosing to further your knowledge on decision making and critical thinking. So don't delay it any longer. Take this opportunity and also purchase your copy today. See you inside!

Did I just make the best possible decision? Could there have been a better option? Should I have taken the other road? Am I getting the most out of my efforts and resources? While an abundance of choices is part of the very fabric of affluent civilized society, more often than not, it simply leads to a state where we either stagnate without moving forward, postpone the decision to an indefinite future, or altogether run away to avoid landing in situations which would require decisiveness on our part.

Unfortunately, such wishy-washy half-measures can hardly put off the reality of life. Whether for personal or professional advancement, to gain anything at all, we need to be fully prepared and equipped to make difficult choices at every turn. But how can we be certain that the path taken is the right choice? That's where this book comes in. So step up to the plate and get ready to master the art of decision-making. Take the reins of your life firmly back into your own hands, learn how to channel your efforts and throw your weight behind your choices, and turn into a powerful force to be reckoned with. Let's get started!

Whether we're buying a pair of jeans, ordering a cup of coffee, selecting a long-distance carrier, applying to college, choosing a doctor, or setting up a 401(k), everyday decisions—both big and small—have become increasingly complex due to the overwhelming abundance of choice with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much choice can lead to clinical depression. In *The Paradox of Choice*, Barry Schwartz explains at what point choice—the hallmark of individual freedom and self-determination that we so cherish—becomes detrimental to our psychological and emotional well-being. In accessible, engaging, and anecdotal prose, Schwartz shows how the dramatic explosion in choice—from the mundane to the profound challenges of balancing career, family, and individual needs—has paradoxically become a problem instead of a solution. Schwartz also shows how our obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven practical steps on how to limit choices to a manageable number, have the discipline to focus on those that are important and ignore the rest, and ultimately derive greater satisfaction from the choices you have to make.

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.

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.

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?

"Indistractable provides a framework that will deliver the focus you need to get results." —James Clear, author of *Atomic Habits* "If you value your time, your focus, or your relationships, this book is essential reading. I'm putting these ideas into practice." —Jonathan Haidt, author of *The Righteous Mind* National Bestseller Winner of the Outstanding Works of Literature (OWL) Award Included in the Top 5 Best Personal

Development Books of the Year by Audible Included in the Top 20 Best Business and Leadership Books of the Year by Amazon Featured in The Amazon Book Review Newsletter, January 2020 Goodreads Best Science & Technology of 2019 Finalist You sit down at your desk to work on an important project, but a notification on your phone interrupts your morning. Later, as you're about to get back to work, a colleague taps you on the shoulder to chat. At home, screens get in the way of quality time with your family. Another day goes by, and once again, your most important personal and professional goals are put on hold. What would be possible if you followed through on your best intentions?

What could you accomplish if you could stay focused? What if you had the power to become "indistractable?" International bestselling author, former Stanford lecturer, and behavioral design expert, Nir Eyal, wrote Silicon Valley's handbook for making technology habit-forming. Five years after publishing *Hooked*, Eyal reveals distraction's Achilles' heel in his groundbreaking new book. In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices: Abstinence is impractical and often makes us want more. Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us. Inside, Eyal overturns conventional wisdom and reveals:

- Why distraction at work is a symptom of a dysfunctional company culture—and how to fix it
- What really drives human behavior and why "time management is pain management"
- Why your relationships (and your sex life) depend on you becoming indistractable
- How to raise indistractable children in an increasingly distracting world

Empowering and optimistic, *Indistractable* provides practical, novel techniques to control your time and attention—helping you live the life you really want.

Wall Street Journal bestseller! Poker champion turned business consultant Annie Duke teaches you how to get comfortable with uncertainty and make better decisions as a result. In Super Bowl XLIX, Seahawks coach Pete Carroll made one of the most controversial calls in football history: With 26 seconds remaining, and trailing by four at the Patriots' one-yard line, he called for a pass instead of a hand off to his star running back. The pass was intercepted and the Seahawks lost. Critics called it the dumbest play in history. But was the call really that bad? Or did Carroll actually make a great move that was ruined by bad luck? Even the best decision doesn't yield the best outcome every time. There's always an element of luck that you can't control, and there is always information that is hidden from view. So the key to long-term success (and avoiding worrying yourself to death) is to think in bets: How sure am I? What are the possible ways things could turn out? What decision has the highest odds of success? Did I land in the unlucky 10% on the strategy that works 90% of the time? Or is my success attributable to dumb luck rather than great decision making? Annie Duke, a former World Series of Poker champion turned business consultant, draws on examples from business, sports, politics, and (of course) poker to share tools anyone can use to embrace uncertainty and make better decisions. For most people, it's difficult to say "I'm not sure" in a world that values and, even, rewards the appearance of certainty. But professional poker players are comfortable with the fact that great decisions don't always lead to great outcomes and bad decisions don't always lead to bad outcomes. By shifting your thinking from a need for certainty to a goal of accurately assessing what you know and what you don't, you'll be less vulnerable to reactive emotions, knee-jerk biases, and destructive habits in your decision making. You'll become more confident, calm, compassionate and successful in the long run.

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.

Chip and Dan Heath, the bestselling authors of *Switch* and *Made to Stick*, tackle one of the most critical topics in our work and personal lives: how to make better decisions. Research in psychology has revealed that our decisions are disrupted by an array of biases and irrationalities: We're overconfident. We seek out information that supports us and downplay information that doesn't. We get distracted by short-term emotions. When it comes to making choices, it seems, our brains are flawed instruments. Unfortunately, merely being aware of these shortcomings doesn't fix the problem, any more than knowing that we are nearsighted helps us to see. The real question is: How can we do better? In *Decisive*, the Heaths, based on an exhaustive study of the decision-making literature, introduce a four-step process designed to counteract these biases. Written in an engaging and compulsively readable style, *Decisive* takes readers on an unforgettable journey, from a rock star's ingenious decision-making trick to a CEO's disastrous acquisition, to a single question that can often resolve thorny personal decisions. Along the way, we learn the answers to critical questions like these: How can we stop the cycle of agonizing over our decisions? How can we make group decisions without destructive politics? And how can we ensure that we don't overlook precious opportunities to change our course? *Decisive* is the Heath brothers' most powerful—and important—book yet, offering fresh strategies and practical tools enabling us to make better choices. Because the right decision, at the right moment, can make all the difference.

"Timely and important . . . It should be our North Star for the recovery and beyond." —Hillary Clinton "Sperling makes a forceful case that only by speaking to matters of the spirit can liberals root their belief in economic justice in people's deepest aspirations—in their sense of purpose and self-worth." —The New York Times When Gene Sperling was in charge of coordinating economic policy in the Obama White House, he found himself surprised when serious people in Washington told him that the Obama focus on health care was a distraction because it was "not focused on the economy." How, he asked, was the fear felt by millions of Americans of being one serious illness away from financial ruin not considered an economic issue? Too often, Sperling found that we measured economic success by metrics like GDP instead of whether the economy was succeeding in lifting up the sense of meaning, purpose, fulfillment, and security of people. In *Economic Dignity*, Sperling frames the way forward in a time of wrenching change and offers a vision of an economy whose guiding light is the promotion of dignity for all Americans.

*International Book Awards Finalist It can be messy and overwhelming to figure out how to solve thorny problems. Where do you start? How do you know where to look for information and evaluate its quality and bias? How can you feel confident that you are making a careful and thoroughly researched decision? Whether you are deciding between colleges, navigating a career decision, helping your aging parents find the right housing, or expanding your business, *Problem Solved* will show you how to use the powerful AREA Method to make complex personal and professional decisions with confidence and conviction. Cheryl's AREA Method coaches you to make smarter, better decisions because it: Recognizes that research is a fundamental part of decision making and breaks down the process into a series of easy-to-follow steps. Solves for problematic mental shortcuts such as bias, judgment, and assumptions. Builds in strategic stops that help you chunk your learning, stay focused, and make your work work for you. Provides a flexible and repeatable process that acts as a feedback loop. Life is filled with uncertainty, but that uncertainty needn't hobble us. *Problem Solved* offers a proactive way to work with, and work through, ambiguity to make thoughtful, confident decisions despite our uncertain and volatile world.

