

Nuts Kevin Freiberg

In *Pour Your Heart Into It*, former CEO and now chairman emeritus Howard Schultz illustrates the principles that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience. The success of Starbucks Coffee Company is one of the most amazing business stories in decades. What started as a single store on Seattle's waterfront has grown into the largest coffee chain on the planet. Just as remarkable as this incredible growth is the fact that Starbucks has managed to maintain its renowned commitment to product excellence and employee satisfaction. Marketers, managers, and aspiring entrepreneurs will discover how to turn passion into profit in this definitive chronicle of the company that "has changed everything... from our tastes to our language to the face of Main Street" (Fortune).

Dennis Schleicher's life has been anything but easy. The growing realization that he was gay coupled with his parents' use of religion to justify abuse and neglect led Dennis to have a very complicated relationship with love, God, and organized religion. After suffering a violent hate crime, forced institutionalization, and heartbreak after heartbreak, Dennis was desperate for love and acceptance--he just didn't know where to find it. Walk a mile in Dennis's shoes and see from his eyes how the only love that can truly make you whole is that of the Savior.

In a resort town turned internment camp, a female prisoner is brutally murdered. Before the war, the hotels of Vittel hosted the wealthiest members of French society. Now, in the winter of 1943, two of France's most luxurious resorts have been converted into an internment camp for British and American women who failed to escape the country when the German army stormed across the border. For two years, the prisoners have lived quietly, surviving on Red Cross aid packages, but now they are beginning to die. An American woman is found stabbed through the heart with a pitchfork. By the time inspectors Jean-Louis St-Cyr and Hermann Kohler arrive from Paris, rigor mortis and the February frost have frozen her solid. In her pockets are Cracker Jacks and Hershey bars--bribes intended for one of the guards. To bring justice to Vittel, St-Cyr and Kohler will have to unravel the conspiracy that is at the heart of this luxurious, elegant hell.

Watermelon Magic is talk from the soul using watermelons as a metaphor for life. Watermelons symbolize the slurpy happiness of life for Wally Amos (formerly known as "Famous Amos"). From his life experiences, Wally sees many parallels between humans and watermelons. Just as the vine connects watermelons and the umbilical cord connects mother and child, we are all connected by spirit. Wally shares his personal path to wisdom and tells how he never lost his humor, joy, and positive outlook on life in the process. He shows us how to overcome adversity and make healthy choices—how to reframe and rethink challenging situations in positive, optimistic, and uplifting terms. A master storyteller, Wally believes we all have a choice in our own happiness—no matter who we are, no matter what we've been through—and his stories will touch you at the very depth of your soul. If these ideas and beliefs speak to you, grab them like slices of watermelon, devour them, and have fun! Look out for the seeds, and live life to the fullest!

When Southwest Airlines made its inaugural flight on June 18, 1971, experts predicted that the company wouldn't last more than ninety days. Some thirty-two years later, Southwest is the beleaguered airline industry's only profitable major company—"Money magazine has named Southwest Airlines' common stock the premier investment of the last thirty years. Now Southwest's founding president and CEO (1970-78), Lamar Muse, offers a definitive account of the airline's scrappy beginning. The principles and practices that assured the company's success were, largely, Muse's own. Those same winning strategies continue to sustain the company through the market's ups and downs. In "Southwest Passage, Muse delivers plain facts and informed opinions that replace convoluted outsider accounts of the company's history. For anyone wondering how the air industry can renew itself, how Southwest achieved its dominance, or how business really works, this unique story has the answers.

In this authorized biography of one of the most remarkable Irishmen of the twentieth century, Richard Aldous is independent in his judgements and frank in his examination of his subject's shortcomings and eccentricities. But most of all, he writes with verve and pace. Tony Ryan was born in a railwayman's cottage and rose to enormous success, overseeing the spectacular making of two business fortunes and the dramatic loss of one. After an early spell in Aer Lingus, he set up an airline leasing company, Guinness Peat Aviation (GPA), which had its headquarters in Shannon and quickly became the largest such enterprise in the world. Ryan was a hard taskmaster and the company reflected his ferocious work ethic. Yet, despite a stellar board of directors, a botched and poorly timed Initial Public Offering in the 1990s saw GPA crash and burn. Ryan lost almost everything. All that remained was a little airline running massive deficits. Ryan set about turning Ryanair around, putting in one of his assistants, Michael O'Leary, to help knock it into shape. The rest is history. Ryan remade his fortune, lived lavishly and elegantly, was a generous patron of the arts, and in every respect larger than life. His spirit is one that Ireland needs more than ever today. As the nation strives for its own recovery, it can find inspiration in the story of how one of its most famous sons rose and fell, and then rose again. Not one to stand still or lament mistakes, Tony Ryan's determination never to give up is the real lesson of this story. He was in so many ways Ireland's Aviator.

Attempting to better themselves—learn new skills, break bad habits, realize their potential—people read books, attend seminars, take training courses. And companies pitch in too, spending billions of dollars every year on professional development programs aimed at helping their employees become more effective. But in spite of what people sincerely believe are their best efforts, all too often their behavior doesn't change. The fact that it seems to be so hard to make new learning stick is an endless source of frustration for both individuals and organizations. For years Ken Blanchard has been troubled by the gap between what people know—all the good advice they've digested intellectually—and what they actually do. In this new book he and his coauthors, Paul J. Meyer and Dick Ruhe, use the fable format Blanchard made famous to lay out a straightforward method for learning more, learning better, and making sure you actually use what you learn. This engaging story identifies three key reasons people don't make the leap from knowing to doing and then moves on to the solution. It teaches you how to avoid information overload by learning "less more, not more less." You'll find out how to adjust your brain's filtering system to learn many, many times more than ever before,

ignite your creativity and resourcefulness with Green Light Thinking, master what you've learned using spaced repetition, and more. At last, an answer to the question, "Why don't I do what I know I should do?" Read this book and you will!

"If you look at Southwest Airlines, and I admire what they do, they've been the most successful airline in the industry." --Gerard Arpey, CEO, American Airlines "Through extensive research Jody Hoffer Gittel gets to the bottom of what has sustained Southwest Airlines' positive employee relations and high performance through good and bad times." --Thomas A. Kochan, professor, MIT Sloan School of Management, MIT Global Airline Industry Program In an industry with losses in the billions, Southwest Airlines has an unbroken string of 31 consecutive years of profitability. The Southwest Airlines Way examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these powerful cooperative relationships and explains how to: Lead with credibility and caring Invest in frontline leaders Hire and train for relational competence Use conflicts to build relationships Make unions its partners, not its adversaries Build relationships with its suppliers

Beginning in the 1920s as a lowly crop-dusting operation in Louisiana, Delta Air Lines had, by its fiftieth anniversary, down to become one of the largest companies in the industry and one of the most consistently profitable. First published in 1979, this is a comprehensive account of the growth and development of Delta's strategy and style, the steady expansion of its routes, its relationship with federal regulatory agencies, and the everchanging composition of its fleet. Because the underlying spirit of the Delta enterprise owed so much to its founder, C.E. Woolman, this is also an engaging portrait of the man who came to be classed alongside Eastern's Eddie Rickenbacker and Pan American's Juan Trippe as a pioneer of commercial aviation.

The 2013 merger of American Airlines and US Airways marked a major step in the consolidation of the U.S. airline industry. A young management team that began plotting mergers a decade earlier designed a brilliant strategy to seize an industry prize. In doing so, it enlisted the help of unions who engineered one of the labor movement's biggest corporate victories. The airlines' histories and the inside story of the takeover is told by two veteran airline reporters.

Real-life flight attendant Heather Poole has written a charming and funny insider's account of life and work in the not-always-friendly skies. Cruising Attitude is a Coffee, Tea, or Me? for the 21st century, as the author parlays her fifteen years of flight experience into a delightful account of crazy airline passengers and crew drama, of overcrowded crashpads in "Crew Gardens" Queens and finding love at 35,000 feet. The popular author of "Galley Gossip," a weekly column for AOL's award-winning travel website Gadling.com, Poole not only shares great stories, but also explains the ins and outs of flying, as seen from the flight attendant's jump seat.

Describes the evolution of JetBlue from an upstart underdog into a revolutionary company that has transformed the aviation business, offering a behind-the-scenes look at the company's unusual corporate culture, its leadership and management principles, and innovative approach to business. Reprint.

Colleen Barrett began her career as an executive secretary, yet Southwest Airlines' founder chose her to succeed him as president. When asked why, he said, "Because she knows how to love people to success." --

Whether challenged with taking on a startup, turning a business around, or inheriting a high-performing unit, a new leader's success or failure is determined within the first 90 days on the job. In this hands-on guide, Michael Watkins, a noted expert on leadership transitions, offers

proven strategies for moving successfully into a new role at any point in one's career. The First 90 Days provides a framework for transition acceleration that will help leaders diagnose their situations, craft winning transition strategies, and take charge quickly. Practical examples illustrate how to learn about new organizations, build teams, create coalitions, secure early wins, and lay the foundation for longer-term success. In addition, Watkins provides strategies for avoiding the most common pitfalls new leaders encounter, and shows how individuals can protect themselves-emotionally as well as professionally-during what is often an intense and vulnerable period. Concise and actionable, this is the survival guide no new leader should be without. "Few companies develop a systematic 'on-boarding' process for their new leaders, even though this is a critical function with major organizational implications. Michael Watkins's The First 90 Days provides a powerful framework and strategies that will enable new leaders to take charge quickly. It is an invaluable tool for that most vulnerable time-the transition." -Goli Darabi, Senior Vice President, Corporate Leadership & Succession Management, Fidelity Investments "Every job-private- or public-sector, civilian or military-has its breakeven point, and everyone can accelerate their learning. Read this book at least twice: once before your next transition-before getting caught up in the whirl and blur of new faces, names, acronyms, and issues; then read it again after you've settled in, and consider how to accelerate transitions for your next new boss and for those who come to work for you." -Colonel Eli Alford, U.S. Army "Watkins provides an excellent road map, telling us what all new leaders need to know and do to accelerate their learning and success in a new role. The First 90 Days should be incorporated into every company's leadership development strategy, so that anyone making a transition in an organization can get up to speed quicker and smarter." -Suzanne M. Danielle, Director of Global Leadership Development, Aventis "Michael Watkins has nailed a huge corporate problem and provided the solution in one fell swoop. The pressure on new leaders to hit the ground running has never been greater, and the likelihood and cost of failure is escalating. Watkins's timing with The First 90 Days is impeccable." -Gordon Curtis, Principal, Curtis Consulting "The First 90 Days is a must-read for entrepreneurs. Anyone who's been the CEO of a start-up or early-stage company knows that you go through many 90-day leadership transitions in the course of a company's formative years. In this groundbreaking book, Michael Watkins provides crucial insights, as well as a toolkit of techniques, to enable you to accelerate through these transitions successfully." -Mike Kinkead, President and CEO, timeBLASTER Corporation, serial entrepreneur, and Cofounder and Trustee, Massachusetts Software Council

Every organization faces challenges and hardships. The Only Leadership Book You'll Ever Need teaches leaders how to overcome their most difficult obstacle: employee engagement. By pinpointing specific areas leaders can focus on and change, this book shows how one leader can effectively change the entire workplace environment-- for the better. Topics addressed include: The 10 Keys to Workplace Excellence. The 11 Stupid Things Managers Do to Mess Up Workplace Excellence. 76 Strategies to Effectively Lead and Engage Employees. Timely and accessible, The Only Leadership Book You'll Ever Need is an essential book for every executive and manager. An expose of the airline industry covers such events as the rise of Southwest Airlines, Pan Am's attempt to take over National, and the battle between British Airways and Virgin Air

"When the history book is written on the restructuring of this industry, Delta will be the greatest turnaround story in it." --Delta CEO Gerald Grinstein, December 19, 2006 Its reputation was now as tattered as the interiors of its airplanes. Delta Air Lines, on September 14, 2005, was nothing like the world-beating company it had been just five years earlier, let alone decades before that. On this day, Delta found itself surrounded by lawyers, dejectedly filing for bankruptcy. Few believed it could ever reclaim its perch

atop the US airline industry. But it did. *Glory Lost and Found: How Delta Climbed from Despair to Dominance in the Post-9/11 Era* tells the story of Delta's dramatic tumble into bankruptcy and how it climbed its way back to pre-eminence despite hurricane-force headwinds: high fuel prices, a hostile takeover bid, relentless competition, economic meltdowns and geopolitical shocks. This book stems from a decade of research and countless interviews by *Airline Weekly's* Seth Kaplan and Jay Shabat. It's a profile in leadership: Delta became not only the greatest turnaround story in its own industry but also one of the greatest in the history of corporate America. Delta did the unimaginable by simultaneously resurrecting its finances and the spirits of its employees and customers. And while redefining itself, Delta also redefined an industry.

Using the words of its own people, this intriguing book provides an in-depth look at the incredibly successful airline that changed the rules of the game with a no-frills business model and innovative corporate culture. • Includes interviews with passengers, employees, managers, and a Southwest Airlines executive • Presents photos of people and places at Southwest Airlines

Flying High traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry., to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with Neeleman's friends, associates, and high-ranking officials in both business and aviation, this book tells the story of Neeleman and explores the rules of success he both lives and builds his companies by.

You are **DESIGNED** to choose and **DEFINED** by your choices. In front of you are seven choices waiting to be made. Whether you are the leader or those being lead, these choices will determine the quality of your life and the significance of your contribution to the world in which you work. In *BOOM* the Freibergs have distilled 20 years of collective wisdom into 7 essential choices that cause culture, service, success, and business to BOOM

Choice #1: Be a Player
Choice #2: Be Accountable
Choice #3: Choose Service Over Self-Interest
Choice #4: Focus Forward
Choice #5: Play to Your Genius
Choice #6: Get It Done
Choice #7: Risk More - Gain More

These 7 choices are your wake-up call to freedom, and it's your invitation to create a community of like-minded people who - together - will create organizations that can blow the doors off business as usual and cure the Dead People Working™ syndrome

Drs. Kevin and Jackie Freiberg are two of the most influential voices on the professional-speaking circuit today. Their mission: to create corporate cultures where impassioned people exercise the freedom to make a difference and change the world! The Freibergs have coauthored the international bestseller *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* and *GUTS! Companies that Blow the Doors off Business-As-Usual*. They have been interviewed by CBS's *60 Minutes* and appeared on *CNBC* and the *CBS Morning News* for their insights on the links between gutsy leaders, passionate employees, cultures of accountability, and loyal customers.

The traits that make Sam Zell one of the world's most successful entrepreneurs also make him one of the most surprising, enigmatic, and entertaining mavericks in American business. Self-made billionaire Sam Zell consistently sees what others don't. From finding a market for overpriced *Playboy* magazines among his junior high classmates, to buying real estate on the cheap after a market crash, to investing in often unglamorous industries with long-term value, Zell acts boldly on supply and demand

trends to grab the first-mover advantage. And he can find opportunity virtually anywhere—from an arcane piece of legislation to a desert meeting in Abu Dhabi. “If everyone is going left, look right,” Zell often says. To him, conventional wisdom is nothing but a reference point. Year after year, deal after deal, he shuts out the noise of the crowd, gathers as much information as possible, then trusts his own instincts. He credits much of his independent thinking to his parents, who were Jewish refugees from World War II. Talk to any two people and you might get wild swings in their descriptions of Zell. A media firestorm ensued when the Tribune Company went into bankruptcy a year after he agreed to steward the enterprise. At the same time, his razor-sharp instincts are legendary on Wall Street, and he has sponsored over a dozen IPOs. He’s known as the Grave Dancer for his strategy of targeting troubled assets, yet he’s created thousands of jobs. Within his own organization, he has an inordinate number of employees at every level who are fiercely loyal and have worked for him for decades. Zell’s got a big personality; he is often contrarian, blunt, and irreverent, and always curious and hardworking. This is the guy who started wearing jeans to work in the 1960s, when offices were a sea of gray suits. He’s the guy who told *The Wall Street Journal* in 1985, “If it ain’t fun, we don’t do it.” He rides motorcycles with his friends, the Zell’s Angels, around the world and he keeps ducks on the deck outside his office. As he writes: “I simply don’t buy into many of the made-up rules of social convention. The bottom line is: If you’re really good at what you do, you have the freedom to be who you really are.” *Am I Being Too Subtle?*—a reference to Zell’s favorite way to underscore a point—takes readers on a ride across his business terrain, sharing with honesty and humor stories of the times he got it right, when he didn’t, and most important, what he learned in the process. This is an indispensable guide for the next generation of disrupters, entrepreneurs, and investors.

An updated guide to the art and impact of business mentoring provides advice on how to become an effective mentor and offers tips for improving employee confidence, competence, and creativity. Original. 25,000 first printing.

'What a life. Tony Fernandes has accomplished amazing things - and who's to say what he can go on to achieve?' Sir Richard Branson The inspiring story of business hero and *Apprentice Asia* star Tony Fernandes As a boy, Tony Fernandes wanted to be a pilot, a footballer or a racing driver. By 2011 he'd gone one better: founding his own airline and his own formula one team, and becoming Chairman of Queens Park Rangers, helping them reach the Premier League again after a 15-year absence from the top flight. *Flying High* is the memoir of an exceptional business leader; the man who created Asia's first budget airline, democratizing air travel in Asia and building AirAsia into a multi-billion-dollar company in the process. Published as Tony returns as the face of the second series of *Apprentice Asia*, this inspiring personal story will be a major global publishing event. Tony Fernandes studied at Epsom College, UK, and the London School of Accountancy. He worked for Virgin Communications and Warner Music before acquiring AirAsia and relaunching it as Asia's first low-cost carrier in 2001/2. He is currently Group CEO of AirAsia, Chairman of QPR football club and owner of the Caterham F1 team. Tony has been awarded a CBE, titled twice by the King of Malaysia and awarded the Legion d'Honneur by the French government. He has also received awards from major business media outlets including the *International Herald Tribune*, *Business Times*, *Business Week*, *Fast Company* and *Forbes*.

Do you have the eyes, the ears, and the hands to be a Nanovator? You're about to find out. In India, entire families too poor to afford a car crowd onto a single motor scooter every day to brave the tangled traffic lurching through the streets. One evening Tata Motor's venerable chairman Ratan Tata witnessed something on those rain-soaked streets that both horrified him and birthed a dream: an overloaded scooter lost traction in a busy intersection and sent several members of the family tumbling across the pavement. In that moment Nanovation took root in Tata's imagination. The very idea was supposed to be impossible. A safe and appealing family car for the price of a motor scooter? The experts dismissed it. But Ratan Tata was undeterred. When budget constraints, design restrictions, the rising costs of materials, and political agitation threatened to derail the project, Team Nano pressed on. This is the story of how, in the face of insurmountable odds, Tata Motors created one of the greatest innovations in the auto industry since Model-T. Nanovation has disrupted an entire industry and changed the game for India forever. Imagine what it can do for your business. Is your company changing the way society functions? What's your Nanovative idea? It's time to get moving! Warning! Don't read this book unless you are ready to challenge management dogma, taken-for-granted assumptions, and outdated systems by asking "what if?" and "why not?" to some of your industry's toughest questions. But, if you're ready to revolutionize the products you make, the processes you use, and the companies you build, pull up a seat at the drafting table with the creators of the Nano, the most important car to roll off the assembly line in decades. Discover the thinking that bred their ingenuity and the leadership that encouraged them to overcome adversity, to take risks despite their fear of failure, and to innovate beyond their customer's wildest expectations. Endorsements: "If you're interested in stoking the fires of innovation and making a profit while making a difference, Nanovation is a must read." ?Indra K. Nooyi, chairman and CEO, PepsiCo "The Freiberg's deep dive into a company that transformed an entire industry is loaded with hands-on-advice- and a warning not to downsize your dreams!"- Gary Kelly, chairman, president and CEO, Southwest Airlines "Nanovation is for leaders who want to leave a lasting legacy in the world." ?Chris Connor, chairman and CEO, Shermin-Williams Company "Read Nanovation and learn what you can do to create an innovative culture in your organization." ?Ken Blanchard, co-author One Minute Manager, Full Steam Ahead, and Lead with LUV "Nanovation is a must read for any leader." ?Eric Danziger, CEO, Wyndham Hotel Group "Nanovation is for leaders who want to shake it up." ?Bruce Bochy, manager, 2010 World Champion San Francisco Giants "Vibrant and energetic, the passion of the authors reflects that of the innovators it chronicles...A practical guide for creating a radical culture of innovation." ?N.R. Narayana Murthy, founder-chairman and chief mentor, Infosys Ltd.

Michael O'Leary is a business giant. He transformed Ryanair from a loss-making joke of an Irish carrier into one of the most valuable airlines in the world, and in the process he has revolutionized the very nature of commercial aviation. In this, the first biography of O'Leary, Alan Ruddock portrays the man in three dimensions and examines the business miracle - often talked about but poorly understood - that O'Leary has wrought. 'Ruddock's fast-paced retelling of Ryanair's rise and rise confirms O'Leary's insistence that his success has little to do with the management maxims of

business gurus and everything to do with graft and ruthless attention to detail' Observer 'Probably the definitive Ryanair story ... a good read' Sunday Independent 'The fullest and most accurate picture of O'Leary to date' Irish Daily Mail 'Unlike previous books which simply chart the growth of the airline, this one is bound to get under O'Leary's skin because it reveals a great deal about his hugely driven character' Irish Independent 'Ruddock is good on the flavour of the man, a bundle of energy whose two favourite words start with an F and an S (they aren't flower and sugar)' Irish Examiner DSN Do Something Now! Three simple letters. Three simple words that could change your organization—change your life. The scarcest resource in organizations right now is not money or talent or ideas or power; it's people who DO, people who add value and get things done. This book will inspire Dreamers to become Doers. Everyone wants to add value and this book shows you how.

"Looking to achieve greater results by creating a high-accountability culture in your organization? This book shows you how! By implementing this Accountability process, you can take your team to new levels of excellence. The practical methods outlined in this book will guide you to increase your personal and organization's success". --book cover.

Kevin and Jackie Freiberg's previous book, Nuts!: Southwest Airline's Crazy Recipe for Business and Personal Success, described the unconventional leadership that made Southwest an airline industry dynamo. In GUTS!, the Freibergs look at twenty-five gutsy and extraordinarily successful businesses and introduce the chief executives who are creating a new corporate ethos that blows the doors off business-as-usual. Drawing on five years of research, the Freibergs provide a behind-the-scenes look at these intensely focused, passionate, and unconventional leaders and their companies. Among them: • James Blanchard, CEO of Synovus Financial, a financial services giant with more than 16 billion dollars in assets • Roy Spence, Jr., President of GSD&M Advertising, which AdWeek magazine named Southwest Agency of the Year seven times • James Goodnight of SAS, a world leader in intelligence software Although the leaders in the book represent a wide-range of industries, they share a common vision: They see business as a heroic cause and understand that good leadership isn't a matter of position, but of influence. They reject hierarchical rules, rituals, and expectations, and have replaced in-the-box management with a culture based on passion and innovation. They regard their employees not as "human resources," but as individuals with unique gifts and talents. And make everyone in the company responsible for the company's brand and culture. An exciting follow-up to Nuts!, which has sold nearly 500,000 copies in hardcover and paperback, GUTS! proves that it is possible to have fun, live your values, and still make money.

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Thousands of business books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category.

Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

At The Close Of The Twentieth Century, A Young Photographer On A Train To Lucknow Suddenly Finds Himself In The Deep End Of 1942. Adrift In The Final Years Of The Raj, He Improvises A Life, And Is Caught Up In The Fates Of Ammi, Forever Waiting For A Vanished Husband; Masroor, Desperate To Stall A Hindu Vs Muslim Cricket Match; Chaubey, A Rebel Turned Repertory Star; Parwana, Who Starts Life As An Orphan And Nearly Ends It As An Ersatz Widow On A Make-Believe Pyre; Gyanendra, A Pioneering Pornographer; Carrick, A Parson Worried About The Millions Starving In Bengal; And The Narrator S Own Grandmother, Whom He Personally Cremated Not So Long Ago. But Hindsight Tells Him That Partition Will Destroy This World. And In His Desperate Struggles To Avert The Inevitable, We Discover, Often With An Almost Unbearable Poignance, How The Possibilities In India S Past Were Squandered, Some Wantonly, Others Accidentally.

The numerous anecdotes alone are worth the price of the book . . . most readers will find themselves asking why everyone doesn't run a business as preached by the chief executive of Continental Airlines.-The Washington Post Book World . . . in an age where managing seems increasingly complicated, some of Bethune's prescriptions are refreshingly straightforward.-Business Week From Worst to First outlines Gordon Bethune's triumphs . . . about the turnaround he's led at Continental, a perennial basket case that's become an industry darling.-The Atlanta Journal-Constitution From Worst to First is [Gordon Bethune's] story of Continental Airlines' turnaround under his command . . . The blueprint has worked . . . Fortune magazine named Continental the company that has 'raised its overall marks more than any other in the 1990s.'-The Seattle Post-Intelligencer All of Gordon Bethune's proceeds from this book will be donated to the We Care Trust, a nonprofit organization that assists Continental Airlines' employees and their families in times of need.

Many subject matter experts are just that, subject matter experts--not experts in the art of teaching, facilitating, or designing. Thousands of authors, trainers, and speakers have great content, but they lack the skills required to convey their content in a way that inspires learners to

unleash their brilliance and move the learning to practice.. They often spend 70% of their time on WHAT they are going to teach, and 30% of their time on HOW, when they should be spending 30% on WHAT, and 70% on HOW. Their instructional techniques often are at odds with their message of inclusivity, eagerness for people to learn, and hopes that their content will change lives and organizations. "Brilliance by Design" outlines how to design learning interactions (such as meetings and workshops) that enable people to do their best thinking. Using the tested, signature ENGAGE model, it helps anyone who brings people together for the purpose of learning, problem-solving, or innovating to develop a clear, high-impact training design that unleashes brilliance. It presents a model that enables teachers to analyze learner and teacher needs, create objectives that meet those needs, and incorporate interactive tools that "fire 'em up," ensuring all key outcomes are met. To help readers unleash the brilliance in others, this book provides the structure, tools, language, and models needed to create optimal learning experiences from their ideas, practices, models and books. In learning these techniques, readers will achieve powerful outcomes, building communities of learners who share best practices and communicate at a deep and profound level while doing real work.

Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies. For the first time, a UPS "lifer" tells the behind-the-scenes story of how a small messenger service became a business giant. Big Brown reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey—one of the greatest unknown capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash—a model that is still reflected in UPS culture today. Big Brown examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical "anti-marketing" bias (why brown?) to its sterling brand loyalty and reputation for quality.

Explores inventive approaches to revitalizing America's schools and looks at a program in which the focus is on "education entrepreneurs" offering initiatives to encourage productive learning

Reveals the secrets of Southwest Airlines' success and describes the unusual and unexpected inner workings of one of America's biggest success stories

When Paul Lavallier makes a joke at a cocktail party in Hong Kong, he doesn't expect it to change his whole life. But he's been a little down on his luck. His wife has left him with nothing but a pile of bills he can't afford to pay. And every day he helps millionaire CEOs make more and more money for themselves while every year, there seems to be less and less for him. So when he's offered a chance to make big bucks by being a stand-in CEO, he jumps at the chance. All he has to do is go down with the ship and collect his big payoff. But he can't help himself: he starts trying to fix things. To his (and everyone else's) surprise, it turns out he's pretty good at it. But fixing things might kill the deal and powerful people can't let that happen. From Hong Kong to Dallas, from Albuquerque to Singapore and Geneva, Paul is on a quest to make things right. It's a classic fish out of water story and Paul's journey is hilarious, touching and timely. A comic novel of outrageous fortune, *The Downside of Up* entertains with an unforgettable case study of bad management, with hints of Tom Wolfe, Christopher Buckley and Stanley Bing. Every leader in every company should read this book. When you finish laughing, you'll also be a better leader. Praise for *The Downside of Up* "The Downside of Up is classic Dunston. It unleashes the creativity of a novelist, the provocative insights of a thought leader who has coached many of the top executives in the world, and the compassion of a sensei who deeply cares about the human condition, for Dunston is all three. This riveting story is loaded with all the lessons of a Harvard case study, but delivered with the kind of humor that will entertain you throughout. The business literature is ripe with short fables, but here, Dunston has broken new ground—read it

