

The Road Less Stupid Advice From The Chairman Of The Board

Get a unique insight into the mind of visionary and creative genius Steve Jobs. The iconic entrepreneur and founder of Apple. One of the most significant innovators and inventors in history, responsible for ringing in the digital age and known for his perfectionist attitude and futuristic vision. Hear his story from his early childhood to revolutionizing the personal computer and handheld industry with the Mac, iPhone, iPad and more.. "The world rarely sees someone who has had the profound impact Steve has had, the effects of which will be felt for many generations to come. "Bill Gates" I have met five British Prime Ministers, two American Presidents, Nelson Mandela, Michael Jackson and the Queen. My hour with Steve Jobs certainly made me more nervous than any of those encounters. "Stephen Fry" I think Steve Jobs is way cooler than I am. "Elon Musk"

The #1 New York Times bestselling novel and basis for the Academy Award-winning film—a timeless and universal story about the lines we abide by, and the ones we don't—nominated as one of America's best-loved novels by PBS's The Great American Read. Aibileen is a black maid in 1962 Jackson, Mississippi, who's always taken orders quietly, but lately she's unable to hold her bitterness back. Her friend Minny has never held her tongue but now must somehow keep secrets about her employer that leave her speechless. White socialite Skeeter just graduated college. She's full of ambition, but without a husband, she's considered a failure. Together, these seemingly different women join together to write a tell-all book about

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work as a black maid in the South, that could forever alter their destinies and the life of a small town...

Provides leaders with a simple strategy to improve the performance of their teams through the calculating of “priorities,” “who” and “relationships” and by increasing that total, realize more value, impact, earnings and overall success.

A unique and irreverent take on everything that's wrong with our “national conversation about race”—and what to do about it *How to Be Less Stupid About Race* is your essential guide to breaking through the half-truths and ridiculous misconceptions that have thoroughly corrupted the way race is represented in the classroom, pop culture, media, and politics. Centuries after our nation was founded on genocide, settler colonialism, and slavery, many Americans are kinda-sorta-maybe waking up to the reality that our racial politics are (still) garbage. But in the midst of this reckoning, widespread denial and misunderstandings about race persist, even as white supremacy and racial injustice are more visible than ever before. Combining no-holds-barred social critique, humorous personal anecdotes, and analysis of the latest interdisciplinary scholarship on systemic racism, sociologist Crystal M. Fleming provides a fresh, accessible, and irreverent take on everything that's wrong with our “national conversation about race.” Drawing upon critical race theory, as well as her own experiences as a queer black millennial college professor and researcher, Fleming unveils how systemic racism exposes us all to racial ignorance—and provides a road map for transforming our knowledge into concrete social change. Searing, sobering, and urgently needed, *How to Be Less Stupid About Race* is a truth bomb for your racist relative, friend, or boss, and a call to action for everyone who wants to challenge white supremacy and intersectional oppression. If you like Issa Rae, Justin Simien,

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Angela Davis, and Morgan Jerkins, then this deeply relevant, bold, and incisive book is for you. #1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. “The kind of book that can be life-changing.” —The New York Times “Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank.” —USA Today DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.

We've been made to believe that money is the ultimate motivator. We think that businesses who have high-end compensation packages attract the best talent and that well-compensated employees will be high performers and stay content. The stats and scientifically-proven data say otherwise. Top talent and the highest producing employees desire three things other than money, and in *The Problem Isn't Their Paycheck*, Grant Botma reveals what those forces are and how to easily implement them so you can hire right and lead better. For Business Owners If you're an entrepreneur who's spending too much time working in your business, this book will allow you to finally start working on your business. Grant Botma shows you how to

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transform your hiring and management practices to build a thriving team of top performers that will handle the day-to-day tasks so you can have freedom and deliver value to the business in ways nobody else can. For People Desiring Great Employment If you're a talented employee who's looking for more-fulfilling employment, this book will help you articulate exactly what you want from your next employer. That way you can find a great company and confidently pursue a change.

You're smart. So don't be dumb about money. Pinpoint your biggest money blind spots and take control of your finances with these tools from CBS News Business Analyst and host of the nationally syndicated radio show Jill on Money, Jill Schlesinger. "A must-read . . . This straightforward and pleasingly opinionated book may persuade more of us to think about financial planning."--Financial Times Hey you . . . you saw the title. You get the deal. You're smart. You've made a few dollars. You've done what the financial books and websites tell you to do. So why isn't it working? Maybe emotions and expectations are getting in the way of good sense--or you're paying attention to the wrong people. If you've started counting your lattes, for god's sake, just stop. Read this book instead. After decades of working as a Wall Street trader, investment adviser, and money expert for CBS News, Jill Schlesinger reveals thirteen costly mistakes you may be making right now with your money. Drawing on personal stories and a hefty dose of humor, Schlesinger argues that even the brightest people can behave like financial dumb asses because of emotional blind spots. So if you've saved for college for your kids before saving for retirement, or you've avoided drafting a will, this is the book for you. By following Schlesinger's rules about retirement, college financing, insurance, real estate, and more, you can save money and avoid countless sleepless nights. It could be the smartest

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investment you make all year. Praise for *The Dumb Things Smart People Do with Their Money* "Common sense is not always common, especially when it comes to managing your money. Consider Jill Schlesinger's book your guide to all the things you should know about money but were never taught. After reading it, you'll be smarter, wiser, and maybe even wealthier."--Chris Guillebeau, author of *Side Hustle* and *The \$100 Startup* "A must-read, whether you're digging yourself out of a financial hole or stacking up savings for the future, *The Dumb Things Smart People Do with Their Money* is a personal finance gold mine loaded with smart financial nuggets delivered in Schlesinger's straight-talking, judgment-free style."--Beth Kobliner, author of *Make Your Kid a Money Genius (Even If You're Not)* and *Get a Financial Life*

Provides lighthearted insights into gender dynamics as presented by a pair of sitcom writers who explain that dysfunctional behavior is often due to interactions between men and women rather than their separate characteristics, in a guide that shares playful and real-world advice.

Dual Career to Full Career. "Here's a truth I want you to embrace: if I could do it, anyone can. I started with a small investment and turned that into a multi-million dollar plus net worth. That's an incredible return on investment in anyone's book. I used every angle the world gave me to succeed! John Clidy This book is your guide to create the life that you always wanted but did not know how to achieve. John Clidy provides his plan that you can now make your own. He started with a small real estate investment and turned that into a multi-million dollar net worth.

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In this book, Clidy shares riveting, life-shattering stories from his days as a New Jersey State Trooper. He shares his journey in a way that is entertaining, illuminating, powerful and useful! His journey serves as a road map for you to follow. This book will help you find the courage to leave your job and get the success that you deserve. John walked away from a 6-figure salary and lifetime government pension, three years shy of vesting. It was a calculated risk. He spent decades working a dual career path to achieve his dream and is ready to show you how to plan your own calculated path to success. As the author of this book, John achieves what he only dreamed of, by using his story to help others create a life by design. If you want to live a life by design, take this journey with John and he will help you navigate your own path. John Clidy walked away from a guaranteed 6 figure government pension-for-life three years shy of vesting. It was a calculated risk. He spent decades working a dual career path to achieve his dream and is ready to show you how to plan your own calculated path to success. In this book, Clidy shares riveting life-shattering stories from his days as a New Jersey State Trooper and shares his journey in a way that is entertaining, illuminating, powerful, and useful! His journey is a road map you can follow to get the courage to leave your job and find the satisfaction and success you want and deserve.

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A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

A bestselling modern classic—both poignant and funny—about a boy with autism who sets out to solve the murder of a neighbor's dog and discovers unexpected truths about himself and the world. Nominated as one of America's best-loved novels by PBS's The Great American Read Christopher John Francis Boone knows all the countries of the world and their capitals and every prime number up to 7,057. He relates well to animals but has no understanding of human emotions. He cannot stand to be touched. And he detests the color yellow. This improbable story of Christopher's quest to investigate the suspicious death of a neighborhood dog makes for one of the most captivating, unusual, and widely heralded novels in recent years.

NATIONAL BESTSELLER • WINNER OF THE PULITZER PRIZE • A searing, post-apocalyptic novel about a father and son's fight to survive, this "tale of survival and the miracle of goodness only adds to McCarthy's stature as a living master. It's gripping, frightening and, ultimately, beautiful" (San Francisco Chronicle). A father and his son walk alone through burned America. Nothing

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moves in the ravaged landscape save the ash on the wind. It is cold enough to crack stones, and when the snow falls it is gray. The sky is dark. Their destination is the coast, although they don't know what, if anything, awaits them there. They have nothing; just a pistol to defend themselves against the lawless bands that stalk the road, the clothes they are wearing, a cart of scavenged food—and each other. The Road is the profoundly moving story of a journey. It boldly imagines a future in which no hope remains, but in which the father and his son, "each the other's world entire," are sustained by love. Awesome in the totality of its vision, it is an unflinching meditation on the worst and the best that we are capable of: ultimate destructiveness, desperate tenacity, and the tenderness that keeps two people alive in the face of total devastation.

Do you ever think you're the only one making any sense? Or tried to reason with your partner with disastrous results? Do long, rambling answers drive you crazy? Or does your colleague's abrasive manner rub you the wrong way? You are not alone. After a disastrous meeting with a highly successful entrepreneur, who was genuinely convinced he was 'surrounded by idiots', communication expert and bestselling author, Thomas Erikson dedicated himself to understanding how people function and why we often struggle to connect with certain types of people. Surrounded by Idiots is an international phenomenon, selling over 1.5

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million copies worldwide. It offers a simple, yet ground-breaking method for assessing the personalities of people we communicate with – in and out of the office – based on four personality types (Red, Blue, Green and Yellow), and provides insights into how we can adjust the way we speak and share information. Erikson will help you understand yourself better, hone communication and social skills, handle conflict with confidence, improve dynamics with your boss and team, and get the best out of the people you deal with and manage. He also shares simple tricks on body language, improving written communication, advice on when to back away or when to push on, and when to speak up or shut up. Packed with ‘aha!’ and ‘oh no!’ moments, *Surrounded by Idiots* will help you understand and communicate with those around you, even people you currently think are beyond all comprehension. And with a bit of luck you can also be confident that the idiot out there isn’t you! New York Times bestseller • Finalist for the Pulitzer Prize “This is a book to shake up the world.” —Ann Patchett Nicholas Carr’s bestseller *The Shallows* has become a foundational book in one of the most important debates of our time: As we enjoy the internet’s bounties, are we sacrificing our ability to read and think deeply? This 10th-anniversary edition includes a new afterword that brings the story up to date, with a deep examination of the cognitive and behavioral effects

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of smartphones and social media.

For readers of *Outliers* or *The Wisdom of Crowds* — or internationally bestselling author Richard Koch's many followers — this entertaining book draws on the latest in network science research to show how any of us can increase the chances of success in our personal and work lives. What's so special about the rich and famous? Unusually successful people often think they've done well because of their talent or luck — or simple grit and hard work. But individual characteristics matter far less than the social connections we exploit. And counterintuitively, it's our weak links — your neighbour's landscaper or that ad agency guy you happened to meet at your sister's birthday party last year — that matter most of all. Drawing on research from the fields of sociology, math, and physics, internationally bestselling author and entrepreneur Richard Koch and his co-author Greg Lockwood show how networks impact our everyday lives. Rich with entertaining anecdotes and written in Richard Koch's trademark conversational style, *Superconnect* reveals the hidden patterns behind everyday events. Most importantly, it shows how any of us can increase the chances of happy outcomes in our own lives, careers, or businesses.

AN INSTANT #1 NEW YORK TIMES BESTSELLER *Beautiful World, Where Are You* is a new novel by Sally Rooney, the bestselling author of *Normal People* and

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Conversations with Friends. Alice, a novelist, meets Felix, who works in a warehouse, and asks him if he'd like to travel to Rome with her. In Dublin, her best friend, Eileen, is getting over a break-up, and slips back into flirting with Simon, a man she has known since childhood. Alice, Felix, Eileen, and Simon are still young—but life is catching up with them. They desire each other, they delude each other, they get together, they break apart. They have sex, they worry about sex, they worry about their friendships and the world they live in. Are they standing in the last lighted room before the darkness, bearing witness to something? Will they find a way to believe in a beautiful world?

Based on the premise that accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help immensely

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with personnel decisions. Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

1440: What the Ultra-Successful Do to Get More Out of Every Minute and How

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You Can, Too Life seems to be speeding up, doesn't it? There is never enough time to do everything we could or should do, and the number of commitments--personal, work, communication, projects--is increasing as our time shrinks. But our time isn't technically getting shorter. Each of us has 1,440 minutes in every day--we always have, and we always will. What sets ultra-successful people apart from their less successful peers is how they use their time. With Randy Carver's book 1440: What the Ultra-Successful Do to Get More Out of Every Minute and How You Can, Too, you can learn the traits of the ultra-successful and achieve as much success as you wish. Carver offers something much more powerful than a magic formula: 1440 is a set of tools, which ensures sustainable, replicable success. His guide talks not only about what people have done to be successful but how and why they have done it, and he relates these insights to what everyone can do in everyday life to achieve success.

Bestselling author Sherman Alexie tells the story of Junior, a budding cartoonist growing up on the Spokane Indian Reservation. Determined to take his future into his own hands, Junior leaves his troubled school on the rez to attend an all-white farm town high school where the only other Indian is the school mascot. Heartbreaking, funny, and beautifully written, *The Absolutely True Diary of a Part-Time Indian*, which is based on the author's own experiences, coupled with

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poignant drawings by Ellen Forney that reflect the character's art, chronicles the contemporary adolescence of one Native American boy as he attempts to break away from the life he was destined to live. With a forward by Markus Zusak, interviews with Sherman Alexie and Ellen Forney, and four-color interior art throughout, this edition is perfect for fans and collectors alike.

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

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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

The only self-help book you'll ever need, from a psychiatrist and his comedy writer daughter, who will help you put aside your unrealistic wishes, stop trying to change things you can't change, and do the best with what you can control—the first steps to managing all of life's impossible problems. Need to stop screwing up? Feel like you're under a loser's curse? Work with an ass? Want to clear your name or get justice, rescue an addicted person, get closure after childhood abuse, get a lover to commit, not ruin your kid? Although other self-help books claim to reveal the path to happiness, F*ck Feelings warns that convincing yourself that there is such a path will actually lead you to feel like a true failure. What the Bennetts can promise you is that you can manage any situation life throws at you if you can keep your sense of humor, bend your wishes to fit reality, restrain your feelings, manage bad behavior, and do what you think is right. Life is hard. It's not fair. Our feelings cloud our rationality, and we

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become tangled in our efforts to achieve the impossible or change the unchangeable. In this groundbreaking, entirely sensible, and funny book, the Bennetts open the shrink's secret solution manual and show you how to find a new kind of freedom by working toward realistic goals and doing the best with what you can control. They address the most common problems Dr. Bennett's patients bring to his private practice—problems with family, love, work, self-esteem, garden variety assholes, and more—and give you a script for going forward. With no-bullshit advice from a Harvard-educated shrink freed of all jargon and patronization by his smart-ass, comedy writer daughter, *F*ck Feelings* is the cut-to-the-chase therapy session you've been looking for.

An updated edition of the classic self-help book for people with Attention Deficit Disorder! With over a quarter million copies in print, *You Mean I'm Not Lazy, Stupid or Crazy?!* is one of the bestselling books on attention deficit disorder (ADD) ever written. There is a great deal of literature about children with ADD. But what do you do if you have ADD and aren't a child anymore? This indispensable reference—the first of its kind written for adults with ADD by adults with ADD—focuses on the experiences of adults, offering updated information, practical how-tos and moral support to help readers deal with ADD. It also explains the diagnostic process that distinguishes ADD symptoms from normal lapses in memory, lack of concentration or impulsive behavior. Here's what's new:

- The new medications and their effectiveness
- The effects of ADD on human sexuality
- The differences between male and female ADD—including falling estrogen levels and its impact on cognitive function
- The power of meditation
- How to move forward with coaching

And the book still includes advice about:

- Achieving balance by analyzing one's strengths and weaknesses
- Getting along in groups, at

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work and in intimate and family relationships—including how to decrease discord and chaos
-Learning the mechanics and methods for getting organized and improving memory
-Seeking professional help, including therapy and medication

"The Internet of Money has arrived and nothing can stop it. If you want to understand Bitcoin and why it's eating every other asset class read Rick's book. Now!" - Bill Barhydt CEO Abra In early 2017, while at a Tony Robbins finance conference in Sun Valley, multiple speakers were brought in to share their views on a variety of business opportunities. One HOT topic stood out, BITCOIN! None got the attention more than the final speaker Mark Hart. When asked by Tony Robbins to provide a recommendation, a great company that he felt was a great stock to own, Mark instead replied, "Bitcoin the greatest opportunity you will ever have in this lifetime."

Silence fell upon the room, the message sank in deeply. That was the last response Tony Robbins expected. In fact, we were all caught off guard. In that single moment, 450 people in attendance, began their investments into bitcoin. Proximity is Power!

www.themightybitcoin.com

In a clear and compelling voice, Frances Hesselbein delivers key leadership lessons. Tracing her own development as a leader, she narrates the critical moments that shaped her personally and professionally: from her childhood in Pennsylvania, to moving up from Girl Scout troop leader to Girl Scout CEO, to founding and leading the Leader to Leader Institute, to her friendships and experiences with some of the greatest leaders and thinkers of our time. Each chapter includes an inspirational story, a key lesson and how to apply it to daily life.

Young Cassie Logan endures humiliation and witnesses the racism of the KKK as they embark on a cross-burning rampage, before she fully understands the importance her family attributes

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to having land of their own.

"In Stupid things I won't do when I get old, Petro candidly addresses the fears, frustrations, and stereotypes that accompany aging. He offers a blueprint for the new old age, and an understanding that aging and illness are not the same. As he writes, 'I meant the list as a pointed reminder--to me--to make different choices when I eventually cross the threshold to 'old'" -- Excerpt from jacket flap.

Here's the hard truth about leadership: it either forces you to get stronger or it slowly destroys your life. There is no in-between. Kevin Lawrence has discovered seventeen habits that allow any leader to transcend the perils of success and keep achieving--habits that have already helped hundreds of CEOs and executives become stronger and more resilient. Obsessed with understanding why successful people crash and burn, Lawrence has studied and tested virtually every leadership theory known to humankind in his two decades as a business advisor. His straight-talk advice in *Your Oxygen Mask First* will surprise and propel even the most seasoned leaders as he cuts through the platitudes and jargon to share the best tools he has found to ensure your survival, no matter how high you fly.

'Take what's in front of you and increase its value by adding a zero to it. Adding Zeros is an operating system for exponential growth.

If talent is the leading indicator of whether a business is up or down, a success or a failure (and it is) . . . do you know how to accurately judge raw human talent? Understand a person's unique combination of traits? Develop that talent? Convert what supposedly are "soft" subjective judgments about people into

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objective criteria that are as specific, verifiable, and concrete as the contents of a financial statement? The talent masters do. They put people before numbers for the simple reason that it is talent that delivers the numbers. Success comes from those who are able to extract meaning from events and the forces affecting a business, and are able to look at the world and assess the risks to take and the risks to avoid. The Talent Masters itself stems from a unique combination of talent: During a forty-year career at General Electric, Bill Conaty worked closely with CEOs Jack Welch and Jeff Immelt to build that company's worldrenowned talent machine. Ram Charan is the legendary advisor to companies around the world. Together they use their unparalleled experience and insight to write the definitive book on talent—a breakthrough in how to take a business to the next level:

- Secrets of the masters. The specifics on how companies regarded as world-class—GE, P&G, Hindustan Unilever (and others)—base their stellar performance decade after decade on their systems for finding and nurturing leadership talent.
- Intimate and systemic. Why deep knowledge and intimacy with your talent and a systemic rhythm of reviews are the foundation for creating a steady, selfrenewing stream of leaders for all levels of an organization—from first-line supervisors to the CEO.
- The competency that lasts. Financial results, market share, brand, and legacy products all have a half-life that seems to grow

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shorter by the year. Talent is the only competency that endures. • What to do Monday morning. The Talent Masters tool kit provides the specific guidelines for assessing and improving your company's talent mastery capabilities.

'Life is difficult. This is a great truth, one of the greatest truths.' A timeless classic in personal development, *The Road Less Travelled* is a landmark work that has inspired millions. Drawing on the experiences of his career as a psychiatrist, Scott Peck combines scientific and spiritual views to guide us through the difficult, painful times in life by showing us how to confront our problems through the key principles of discipline, love and grace. Teaching us how to distinguish dependency from love, how to become a more sensitive parent and how to connect with your true self, this incredible book is the key to accepting and overcoming life's challenges and achieving a higher level of self-understanding.

“A SUPERB book [...] by one of the profound thinkers in our field [behavioral economics].” – Michal G. Bartlett on the second edition “Luca’s book was so helpful to my work. Opened my eyes up to some more reasons why change is so hard.” – Chris Murman on the first edition “So insightful with common sense applications of complexity and the ability to communicate clearly!!” – Bob Klapetzky Seen on Nudgestock. Reviews of Luca Dellanna's previous books "Absolutely brilliant." – Alberto Pisanello "A very thoughtful piece of writing, deep

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and wiring!" – David Krejca "A thoughtfully written book in very straightforward language." – A.L. Peevey "Very good book. Read it in in two evenings. Great insights straight to the point (not the usual self-help babble). Highly recommended." "One of the best works I have read in that matter (I have read a few) and it's surprising how realistically he depicts the condition." – Manel Vilar (on Luca's book on autism) "A profound, useful and insightful book" – Lorenzo Dragani THE BOOK At a first look, human behavior seems an inexplicable mess. Why do we behave irrationally? Why is change so hard? What is happiness and why does it seem to escape us? The Control Heuristic offers a new perspective to answer these questions and provides a guiding light to understand the subconscious processes that guide our behavior. Luca Dellanna, author of 5 books, writes here a revealing journey into the true motivations for human behavior. Understanding how the human mind really works is the first step to personal change. Suddenly, the frustrating becomes clear and the complex becomes simple.

Alice in Wonderland (also known as Alice's Adventures in Wonderland), from 1865, is the peculiar and imaginative tale of a girl who falls down a rabbit-hole into a bizarre world of eccentric and unusual creatures. Lewis Carroll's prominent example of the genre of "literary nonsense" has endured in popularity with its

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clever way of playing with logic and a narrative structure that has influenced generations of fiction writing.

#1 NEW YORK TIMES BESTSELLER • David Brooks challenges us to rebalance the scales between the focus on external success—“résumé virtues”—and our core principles. **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE ECONOMIST** With the wisdom, humor, curiosity, and sharp insights that have brought millions of readers to his New York Times column and his previous bestsellers, David Brooks has consistently illuminated our daily lives in surprising and original ways. In *The Social Animal*, he explored the neuroscience of human connection and how we can flourish together. Now, in *The Road to Character*, he focuses on the deeper values that should inform our lives. Looking to some of the world’s greatest thinkers and inspiring leaders, Brooks explores how, through internal struggle and a sense of their own limitations, they have built a strong inner character. Labor activist Frances Perkins understood the need to suppress parts of herself so that she could be an instrument in a larger cause. Dwight Eisenhower organized his life not around impulsive self-expression but considered self-restraint. Dorothy Day, a devout Catholic convert and champion of the poor, learned as a young woman the vocabulary of simplicity and surrender. Civil rights pioneers A. Philip Randolph

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and Bayard Rustin learned reticence and the logic of self-discipline, the need to distrust oneself even while waging a noble crusade. Blending psychology, politics, spirituality, and confessionals, *The Road to Character* provides an opportunity for us to rethink our priorities, and strive to build rich inner lives marked by humility and moral depth. “Joy,” David Brooks writes, “is a byproduct experienced by people who are aiming for something else. But it comes.” Praise for *The Road to Character* “A hyper-readable, lucid, often richly detailed human story.”—*The New York Times Book Review* “This profound and eloquent book is written with moral urgency and philosophical elegance.”—Andrew Solomon, author of *Far from the Tree* and *The Noonday Demon* “A powerful, haunting book that works its way beneath your skin.”—*The Guardian* “Original and eye-opening . . . Brooks is a normative version of Malcolm Gladwell, culling from a wide array of scientists and thinkers to weave an idea bigger than the sum of its parts.”—*USA Today*

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