

Dot Complicated Untangling Our Wired Lives

In this book, the authors integrate STEM (i.e., science, technology, engineering, and mathematics) concepts and the cultivation of young minds in order to be open to innovation. This book uses STEM instruction as blurring the lines among basic subject areas. Often, it's more than integrating science, mathematics, engineering, and technology. Ideas, activities, and projects can be integrated with lessons from the language arts to the Arts as well. In this book, STEM is treated as more of a philosophy than a program or a set of activities.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

What are the benefits and negative consequences of our increased connectivity at school, at work, and at home? Is being constantly distracted now a worldwide problem? This book examines how new technologies and social pressures have changed the way we use our attention, and the extent to which they drive us to distraction, by interpreting hundreds of scientific studies from the literatures in cognitive and social psychology, sociology, communication, management, and decision making. • Offers a comprehensive and insightful understanding of how technology use in daily life affects our attention, our work performance, and our relationships • Describes how to get and keep the attention of others in a distracted, mobile-device enabled world • Explains benefits of multitasking as well as how it limits our abilities to process information and make good decisions • Addresses the connections between constantly being distracted and trying to multitask to the near crisis-level trend of unused vacation time in America and explains why this phenomenon hurts everyone

Entrepreneurs, intrapreneurs and all those on a personal growth journey face two key questions each day: Should I hustle more to get greater results? or Should I go with the flow and let serendipity unfold? Successful entrepreneur and success guide Theo Prodromitis offers a powerful yet intuitive roadmap for tapping into the balanced sweet spot between hustle and flow - one that will change your business and your life. By sharing her own compelling stories and accessing the wisdom of Eastern and Western philosophical traditions, Theo coaches those with a growth mindset to level up by looking within. What do I really want? How can I serve? By challenging readers to dig deep into their own souls and inner wisdom, Theo unlocks the potential of each and every human she touches. Theo brings decades of visionary business success and leadership together with stories from her life as a dedicated mother of three. She shares immediately actionable tips for doing the most with the precious time you have here on Earth. The balance between hustle and flow is available to all of us. Are you ready? You're ready.

"The Admiral's Daughter" by Margaret Stuart Lane. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten?or yet undiscovered gems?of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

National Book Award Finalist: "This man's ideas may be the most influential, not to say controversial, of the second half of the twentieth century."—Columbus Dispatch At the heart of this classic, seminal book is Julian Jaynes's still-controversial thesis that human consciousness did not begin far back in animal evolution but instead is a learned process that came about only three thousand years ago and is still developing. The implications of this revolutionary scientific paradigm extend into virtually every aspect of our psychology, our history and culture, our religion—and indeed our future. "Don't be put off by the academic title of Julian Jaynes's *The Origin of Consciousness in the Breakdown of the Bicameral Mind*. Its prose is always lucid and often lyrical...he unfolds his case with the utmost intellectual rigor."—The New York Times "When Julian Jaynes . . . speculates that until late in the twentieth millennium BC men had no consciousness but were automatically obeying the voices of the gods, we are astounded but compelled to follow this remarkable thesis."—John Updike, *The New Yorker* "He is as startling as Freud was in *The Interpretation of Dreams*, and Jaynes is equally as adept at forcing a new view of known human behavior."—*American Journal of Psychiatry*

Social media have accelerated communication, expanded business horizons and connected millions of individuals who otherwise would never have met. But not everything social media touch turns to gold—much of it is brass. Social networking sites are used by scammers, criminals and sexual predators, and many people now self-diagnose illness based on misinformation shared online. Businesses make great claims about social media as a marketing tool but few show any real returns. We communicate through social media but are we really saying anything? Is social media doomed to be a conduit of narcissism or can it become a channel for responsible communication? Can social networking overcome its manifold violations of privacy? Must we sacrifice our identities in order to tweet or "friend" our associates? This book examines some of the legal and ethical issues surrounding social media, their impact on civil discourse and their role in suicides, murders and criminal enterprise.

A New York Times bestseller! In this motivational handbook—both a business how-to and self-help guide—the New York Times bestselling author of *Dot Complicated* takes on the fallacy of the "well-balanced" life, arguing that the key to success is learning to be well-lopsided. Work. Sleep. Fitness. Family. Friends. Pick Three. In an increasingly demanding

world, we've been told that we can do everything—maintain friendships, devote ourselves to work, spend time with family, stay fit, and get enough sleep. We just need to learn to balance it all. Randi Zuckerberg doesn't believe in being well-balanced. We can't do it all every day, she contends, and trying to do so only leaves us frustrated and feeling inadequate. But we can succeed if we Pick Three. Randi first introduced the concept of Pick Three in a tweet—"The Entrepreneur's Dilemma"—that went viral. Now, in this book, she expands on her philosophy and inspires others to follow her lead. From entrepreneurs to professionals, busy parents to students, Randi can help everyone learn to reject the unrealistic burden of balance and enjoy success in their own lives—by picking the most important areas to focus on in any given day. This practical handbook includes stories from Randi's career learning that there's no such thing as a perfect balance—as well as insights and examples from other professionals at the top of the biggest businesses in Silicon Valley, new moms searching for permission to focus on family, and recent graduates convinced they should have it all under control, including Arianna Huffington, Reshma Saujani, Laurie Hernandez, and Brad Takei. We can't have it all every day, and that's okay, Randi reminds us. Pick Three is her much-needed guide to learning to embrace the well-lopsided life.

Twitter, Facebook, blogging, chat rooms, email, the internet and beyond - for most parents, teachers and youth workers, getting to grips with new technology is a bit of a challenge. But keeping children safe is a much bigger one. As technology changes, and young people grasp it faster than the older generations do, it can be a real struggle to know what to do to help, equip and defend. Dr Bex Lewis is an expert in new technology. She knows how it works, what to do and where to go for the latest information. It is rarely possible to keep young people away from new technology, nor is it wise. This book will enable parents, teachers and youth workers to give young people the equipment they need to get the best out of new technology and to avoid the dangers. For more information visit www.lionhudson.com/dr/bex

Provides an overview of social psychology, exploring such topics as relationships, self-identity, and social influence.

"Dot is a clever little girl, well-versed in how to use electronic devices. Dot knows a lot. She knows how to tap . . . to swipe . . . to share . . . online, but she's forgotten how to do things in the world surrounding her . . . Dot's tech-savvy expertise, mingled with her resourceful imagination, proves Dot really does know lots and lots."

Do you know a woman who works her heart out but never gets anything "just right"? Who feels like she falls short of being the Christian wife, mother, daughter, and friend she longs to be? Sound like anyone you know? Perhaps even the girl in the mirror? If so, Cheri Gregory and Kathi Lipp have good news for you. You're not a bad person. You've simply been obeying some really bad rules for far too long, rules that promised paradise but misled you into perfectionism, people-pleasing, and procrastination prison. But you don't have to stay stuck in discouragement and resentment. Escape is possible. Rescue is waiting. This sassy self-help guide offers been-there-felt-that, girlfriend-to-girlfriend empathy and experience that will help you tell the difference between reasonable rules and bad rules identify the bad rules you need to break discover biblical wisdom to overcome the bad rules in your life As you stop trying to measure up so that others will be impressed, you'll experience what it means to "let the peace of Christ rule in your heart."

"The Digital Mystique is a comprehensive look at what digital media has done to our society and how to navigate this new digital age in a positive way"--

From Randi Zuckerberg, social media and technology expert and former marketing executive at Facebook, comes a welcome, essential guide to understanding social media and technology, and how they influence and inform our lives online and off. Technology and social media have changed, enhanced, and complicated every facet of our lives—from how we interact with our friends to how we elect presidents, from how we manage our careers to how we support important causes, from how we find love to how we raise our children. The technology revolution is not going away. We can't hide from it or pretend that it's not changing our lives in a thousand different ways. So how do we deal with it? In *Dot Complicated*, Randi Zuckerberg shows us how. Through first hand accounts of her time at Facebook and beyond, where Zuckerberg witnessed this remarkable shift, she details the opportunities and obstacles, problems and solutions, presented by this new online reality. In the process, she establishes rules to bring some much-needed order and clarity to our connected, complicated, and constantly changing lives online. Invaluable, timely, and engaging, *Dot Complicated* reveals how to make it through your life online in one piece—from the etiquette of unfriending and the power of crowdsourcing to the perils of photo tags and the importance of teaching your kids how to be tech-savvy.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the *Seattle Times* as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. *The Everything Store* is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

The surprising story of Iran's transformation from America's ally in the Middle East into one of its staunchest adversaries "An original interpretation that puts Iranian actors where they belong: at center stage."--Michael Doran, *Wall Street Journal* "For the clearest view of Iran for the last 100 years, this book is it."--Marvin Zonis, author of *Majestic Failure*:

The Fall of the Shah Offering a new view of one of America's most important, infamously strained, and widely misunderstood relationships of the postwar era, this book tells the history of America and Iran from the time the last shah, Mohammad Reza Pahlavi, was placed on the throne in 1941 to the 1979 revolution that brought the present Islamist government to power. This revolution was not, as many believe, the popular overthrow of a powerful and ruthless puppet of the United States; rather, it followed decades of corrosion of Iran's political establishment by an autocratic ruler who demanded fealty but lacked the personal strength to make hard decisions and, ultimately, lost the support of every sector of Iranian society. Esteemed Middle East scholar Ray Takeyh provides new interpretations of many key events--including the 1953 coup against Prime Minister Mohammad Mossadeq and the rise of Ayatollah Ruhollah Khomeini--significantly revising our understanding of America and Iran's complex and difficult history.

NEW YORK TIMES BESTSELLER * The disappearance of a beautiful, charismatic mother leaves her family to piece together her secrets in this propulsive novel for fans of Big Little Lies--from the bestselling author of All We Ever Wanted Was Everything and the upcoming Pretty Things. "Watch Me Disappear is just as riveting as Gone Girl."--San Francisco Chronicle Who you want people to be makes you blind to who they really are. It's been a year since Billie Flanagan--a Berkeley mom with an enviable life--went on a solo hike in Desolation Wilderness and vanished from the trail. Her body was never found, just a shattered cellphone and a solitary hiking boot. Her husband and teenage daughter have been coping with Billie's death the best they can: Jonathan drinks as he works on a loving memoir about his marriage; Olive grows remote, from both her father and her friends at the all-girls school she attends. But then Olive starts having strange visions of her mother, still alive. Jonathan worries about Olive's emotional stability, until he starts unearthing secrets from Billie's past that bring into question everything he thought he understood about his wife. Who was the woman he knew as Billie Flanagan? Together, Olive and Jonathan embark on a quest for the truth--about Billie, but also about themselves, learning, in the process, about all the ways that love can distort what we choose to see. Janelle Brown's insights into the dynamics of intimate relationships will make you question the stories you tell yourself about the people you love, while her nervy storytelling will keep you guessing until the very last page. Praise for Watch Me Disappear "Watch Me Disappear is a surprising and compelling read. Like the best novels, it takes the reader somewhere she wouldn't otherwise allow herself to go. . . . It's strongest in the places that matter most: in the believability of its characters and the irresistibility of its plot."--Chicago Tribune "Janelle Brown's third family drama delivers an incisive and emotional view of how grief and recovery from loss can seep into each aspect of a person's life. . . . Brown imbues realism in each character, whose complicated emotions fuel the suspenseful story."--Associated Press "When a Berkeley mother vanishes and is declared dead, her daughter is convinced she's alive in Janelle Brown's thriller, calling to mind Big Little Lies and Gone Girl."--Variety

For fans of The Princess Diaries and The Royal We comes a fun and daring novel about a modern-day princess who teams up with a spy to find out what happened to the fiancé who left her at the altar—and who just might get her own fairytale in the process. Princess Theodora Isabella Victoria of Drieden of the Royal House Laurent is so over this princess thing. After her fiancé jilted her on their wedding day, she's finally back home after spending four months in exile—aka it's back to press conferences, public appearances, and putting on a show for the Driedish nation as the perfect princess they expect her to be. But Thea's sick of duty. After all, that's what got her into this mess in the first place. So when she sneaks out of the palace and meets a sexy Scot named Nick in a local bar, she relishes the chance to be a normal woman for a change. But just as she thinks she's found her Prince Charming for the night, he reveals his intentions are less than honorable: he's the brother of her former fiancé, a British spy, and he's not above blackmail. As Thea reluctantly joins forces with Nick to find out what happened the day her fiancé disappeared, together they discover a secret that could destroy a centuries-old monarchy and change life as they know it. Funny, fast-paced, and full of more twists and turns than the castle Thea lives in, The Royal Runaway is a fresh romantic comedy that will leave you cheering for the modern-day royal who chucks the rulebook aside to create her own happily-ever-after.

"This is a study of the material life of information and its devices; of electronic waste in its physical and electronic incarnations; a cultural and material mapping of the spaces where electronics in the form of both hardware and information accumulate, break down, or are stowed away. Electronic waste occurs not just in the form of discarded computers but also as a scatter of information devices, software, and systems that are rendered obsolete and fail. Where other studies have addressed "digital" technology through a focus on its immateriality or virtual qualities, Gabrys traces the material, spatial, cultural, and political infrastructures that enable the emergence and dissolution of these technologies. In the course of her book, she explores five interrelated "spaces" where electronics fall apart: from Silicon Valley to Nasdaq, from containers bound for China to museums and archives that preserve obsolete electronics as cultural artifacts, to the landfill as material repository. All together, these sites stack up into a sedimentary record that forms the "natural history" of this study. Digital Rubbish: A Natural History of Electronics describes the materiality of electronics from a unique perspective, examining the multiple forms of waste that electronics create as evidence of the resources, labor, and imaginaries that are bundled into these machines. By drawing on the material analysis developed by Walter Benjamin, this natural history method allows for an inquiry into electronics that focuses neither on technological progression nor on great inventors but rather considers the ways in which electronic technologies fail and decay. Ranging across studies of media and technology, as well as environments, geography, and design, Jennifer Gabrys pulls together the far-reaching material and cultural processes that enable the making and breaking of these technologies"--Publisher's description.

"You might think that dancing doesn't have a lot to do with social research, and doing social research is probably why you picked this book up in the first place. But trust me. Salsa dancing is a practice as well as a metaphor for a kind of research that will make your life easier and better." Savvy, witty, and sensible, this unique book is both a handbook for defining and completing a research project, and an astute introduction to the neglected history and changeable philosophy of modern social science. In this volume, Kristin Luker guides novice researchers in: knowing the difference between an area of interest and a research topic; defining the relevant parts of a potentially infinite research literature; mastering sampling, operationalization, and generalization; understanding which research methods best answer your questions; beating writer's block. Most important, she shows how friendships, non-academic interests, and even salsa dancing can make for a better researcher. "You know about setting the kitchen timer and writing for only an hour, or only 15 minutes if you are feeling particularly anxious. I wrote a fairly large part of this book feeling exactly like that. If I can write an entire book 15 minutes at a time, so can you."

Thomas Gilovich offers a wise and readable guide to the fallacy of the obvious in everyday life. When can we trust what we believe—that "teams and players have winning streaks," that "flattery works," or that "the more people who agree, the more likely they are to be right"—and when are such beliefs suspect? Thomas Gilovich offers a guide to the fallacy of the obvious in everyday life. Illustrating his points with examples, and supporting them with the latest research findings, he documents the cognitive, social, and motivational processes that distort our thoughts, beliefs, judgments and decisions. In a rapidly changing world, the biases and stereotypes that help us process an overload of complex information inevitably distort what we would like to believe is reality. Awareness of our propensity to make these systematic errors, Gilovich argues, is the first step to more effective analysis and action.

An exploration of the effect our celebrity-dominated culture has on our ideas of what it means to live "the good life" What would happen if an average Joe tried out for American Idol, underwent a professional makeover, endured Gwyneth Paltrow's "Clean Cleanse," and followed the outrageous rituals of the rich and famous? Health law policy researcher Timothy Caulfield finds out in this thoroughly unique, engaging, and provocative book about celebrity culture and its iron grip on today's society. Over the past decade, our perceptions of beauty, health, success, and happiness have become increasingly framed by a popular culture steeped in celebrity influence and ever more disconnected from reality. Research tells us that our health decisions and goals are influenced by celebrity culture and endorsements, our children's ambitions are now overwhelmingly governed by the fantasy of fame, and the ideals of beauty and success are mediated through a celebrity-dominated worldview. But while much has been written about the cause of our obsession with the rich and famous, Caulfield argues that not enough has been done to debunk celebrity messages and promises about health, diet, beauty, or happiness. From super-thin models to Gwyneth Paltrow's endorsement of a gluten free-diet for almost anyone, celebrity opinions have the power to dominate our conversations and outlooks. In this book, Caulfield provides an entertaining look into the celebrity world, including vivid accounts of his own experiences trying out for American Idol, having his skin resurfaced, and doing the cleanse; interviews with actual celebrities; thought-provoking facts, and a practical and evidence-based reality check on our own celebrity ambitions.

A celebrated Israeli author explores the roots of the divide between religion and secularism in Israel today, and offers a path to bridging the divide Zionism began as a movement full of contradictions, between a pull to the past and a desire to forge a new future. Israel has become a place of fragmentation, between those who sanctify religious tradition and those who wish to escape its grasp. Now, a new middle ground is emerging between religious and secular Jews who want to engage with their heritage—without being restricted by it or losing it completely. In this incisive book, acclaimed author Micah Goodman explores Israeli Judaism and the conflict between religion and secularism, one of the major causes of political polarization throughout the world. Revisiting traditional religious sources and seminal works of secularism, he reveals that each contains an openness to learn from the other's messages. Goodman challenges both orthodoxies, proposing a new approach to bridge the divide between religion and secularism and pave a path toward healing a society torn asunder by extremism.

Dot Complicated Untangling Our Wired Lives Harper Collins

With *Dot Complicated: Untangling Our Wired Lives*, new media pioneer Randi Zuckerberg offers an entertaining and essential guide to understanding how technology and social media influence and inform our lives online and off. Zuckerberg has been on the frontline of the social media movement since Facebook's early days and her following six years as a marketing executive for the company. Her part memoir, part how-to manual addresses issues of privacy, online presence, networking, etiquette, and the future of social change.

Technology and social media have changed, enhanced and complicated every facet of our lives. The technological revolution is not going away. We can't hide from it or pretend that it's not happening. So how do we deal with it? In *Dot Complicated*, Randi Zuckerberg shows us how. Through first-hand accounts of her time at Facebook and beyond, she investigates the opportunities and obstacles, problems and solutions, presented by this new online reality. In the process, she establishes rules to bring some much needed order and clarity to our connected, complicated and constantly changing lives online. Invaluable, timely, and engaging, *Dot Complicated* reveals how to make it through your life online in one piece - from the etiquette of unfriending and the power of crowdsourcing to the perils of photo tags and the importance of teaching your kids how to be tech-savvy.

Can Dot and her family make it through a rainy day without any tech? It's pouring rain, and the power's gone out at Dot's house. Should they take it as a challenge to honor the National Day of Unplugging? Playing outside is out of the question, and so is using the many devices Dot is accustomed to. But what might the basement hold? Dot, her friend Hal, Mom, Dad, and Scratch find lots of exciting stuff, including an old spinner game. It turns out it's super fun to watch Dad do charades, Mom speed-sculpt from clay, Hal tweet-sing a song, and Dot hunt for something surprising. Their improvised game keeps them so entertained, they just might decide to stay unplugged a bit longer!

Kansas City Lightning: The Rise and Times of Charlie Parker is the first installment in the long-awaited portrait of one of the most talented and influential musicians of the twentieth century, from Stanley Crouch, one of the foremost authorities on jazz and culture in America. Throughout his life, Charlie Parker personified the tortured American artist: a revolutionary performer who used his alto saxophone to create a new music known as bebop even as he wrestled with a drug addiction that would lead to his death at the age of thirty-four. Drawing on interviews with peers, collaborators, and family members, *Kansas City Lightning* recreates Parker's Depression-era childhood; his early days navigating the Kansas City nightlife, inspired by lions like Lester Young and Count Basie; and on to New York, where he began to transcend the music he had mastered. Crouch reveals an ambitious young man torn between music and drugs, between his domineering mother and his impressionable young wife, whose teenage romance with Charlie lies at the bittersweet heart of this story. With the wisdom of a jazz scholar, the cultural insights of an acclaimed social critic, and the narrative skill of a literary novelist, Stanley Crouch illuminates this American master as never before.

Netbooks are the hot new thing in PCs -- small, inexpensive laptops designed for web browsing, email, and working with web-based programs. But chances are you don't know

how to choose a netbook, let alone use one. Not to worry: with this Missing Manual, you'll learn which netbook is right for you and how to set it up and use it for everything from spreadsheets for work to hobbies like gaming and photo sharing. Netbooks: The Missing Manual provides easy-to-follow instructions and lots of advice to help you: Learn the basics for using a Windows- or Linux-based netbook Connect speakers, printers, keyboards, external hard drives, and other hardware Get online using a wireless network, a public network, broadband cards, or dial-up Write email, browse the Web, transfer bookmarks, and add tools to your web browser Use business tools like Google Docs and Office for Netbooks Collaborate with others online via instant messaging Edit and share photos, play games, listen to music, and watch TV and movies online You'll also learn about web-based backup and storage, staying secure online -- especially when using wireless networks -- and tips for troubleshooting. Netbooks point to the future of computing, and Netbooks: The Missing Manual will show you how to get there.

Examines the importance of skill and luck, describes how to develop analytical tools to understand them, and offers suggestions on putting these findings to work to achieve success.

This book covers some of the major issues facing telecommunications network engineers and managers today. Topics covered include network planning for transmission systems, modelling of SDH transport network structures and telecommunications network design and performance modelling, as well as network costs and ROI modelling and QoS in 3G networks. This practical book will prove a valuable resource to network engineers and managers working in today's competitive telecommunications environment.

A Fresh and Important New Way to Understand Why We Buy Why did the RAZR ultimately ruin Motorola? Why does Wal-Mart dominate rural and suburban areas but falter in large cities? Why did Starbucks stumble just when it seemed unstoppable? The answer lies in the ever-present tension between fidelity (the quality of a consumer's experience) and convenience (the ease of getting and paying for a product). In Trade-Off, Kevin Maney shows how these conflicting forces determine the success, or failure, of new products and services in the marketplace. He shows that almost every decision we make as consumers involves a trade-off between fidelity and convenience—between the products we love and the products we need. Rock stars sell out concerts because the experience is high in fidelity—it can't be replicated in any other way, and because of that, we are willing to suffer inconvenience for the experience. In contrast, a downloaded MP3 of a song is low in fidelity, but consumers buy music online because it's superconvenient. Products that are at one extreme or the other—those that are high in fidelity or high in convenience—tend to be successful. The things that fall into the middle—products or services that have moderate fidelity and convenience—fail to win an enthusiastic audience. Using examples from Amazon and Disney to People Express and the invention of the ATM, Maney demonstrates that the most successful companies skew their offerings to either one extreme or the other—fidelity or convenience—in shaping products and building brands.

A laboratory study that investigates how algorithms come into existence. Algorithms--often associated with the terms big data, machine learning, or artificial intelligence--underlie the technologies we use every day, and disputes over the consequences, actual or potential, of new algorithms arise regularly. In this book, Florian Jaton offers a new way to study computerized methods, providing an account of where algorithms come from and how they are constituted, investigating the practical activities by which algorithms are progressively assembled rather than what they may suggest or require once they are assembled.

The ultimate guide to mobile marketing - revised and updated! An American Express Open Forum Best Business Book We are in the midst of a technological revolution bigger than the television or the PC. How do we, as marketers, harness mobile technology to serve our customers most effectively? With the "first screen" - the television - companies sent ads directly into consumers' living rooms, reaching millions with one campaign. The "second screen" - the personal computer - increased interaction between companies and consumers and allowed for immediate customer feedback. Now, the "third screen" - the mobile device - changed the game in an even more revolutionary way. The Third Screen: The Ultimate Guide to Mobile Marketing defines the implications, strategies, and tactics used to thrive in business during the mobile revolution. This revised, updated edition links technological developments to behavioral changes, reveals the unexpected forces of the changes in mobile, and equips marketers and businesses for the future.

The very best didn't get there by accident. The best have a different way of thinking and acting in their daily lives. And it's not enough to just to succeed - they also have an uncontrollable desire - the desire to get better. The good news for the rest of us is that success leaves tracks. Michael Heppell has spent his life studying successful people, attempting to distil what it is that the very best do that others don't. He's interviewed entrepreneurs, personalities and leaders from politics to education. He's studied the daily habits of the elite and during this time he's uncovered what they do that gives them 'The Edge'. By identifying and distilling this knowledge you'll discover how you can use this same insight. It's time to find your Edge.

'A gripping new drama in science ... if you want to understand how the concept of life is changing, read this' Professor Andrew Briggs, University of Oxford When Darwin set out to explain the origin of species, he made no attempt to answer the deeper question: what is life? For generations, scientists have struggled to make sense of this fundamental question. Life really does look like magic: even a humble bacterium accomplishes things so dazzling that no human engineer can match it. And yet, huge advances in molecular biology over the past few decades have served only to deepen the mystery. So can life be explained by known physics and chemistry, or do we need something fundamentally new? In this penetrating and wide-ranging new analysis, world-renowned physicist and science communicator Paul Davies searches for answers in a field so new and fast-moving that it lacks a name, a domain where computing, chemistry, quantum physics and nanotechnology intersect. At the heart of these diverse fields, Davies explains, is the concept of information: a quantity with the power to unify biology with physics, transform technology and medicine, and even to illuminate the age-old question of whether we are alone in the universe. From life's murky origins to the microscopic engines that run the cells of our bodies, The Demon in the Machine is a breath-taking journey across the landscape of physics, biology, logic and computing. Weaving together cancer and consciousness, two-headed worms and bird navigation, Davies reveals how biological organisms garner and process information to conjure order out of chaos, opening a window on the secret of life itself.

"Poignant....important and illuminating."—The New York Times Book Review "Groundbreaking."—Bryan Stevenson, New York Times bestselling author of Just Mercy From one of the world's leading experts on unconscious racial bias come stories, science, and strategies to address one of the central controversies of our time How do we talk about bias? How do we address racial disparities and inequities? What

role do our institutions play in creating, maintaining, and magnifying those inequities? What role do we play? With a perspective that is at once scientific, investigative, and informed by personal experience, Dr. Jennifer Eberhardt offers us the language and courage we need to face one of the biggest and most troubling issues of our time. She exposes racial bias at all levels of society—in our neighborhoods, schools, workplaces, and criminal justice system. Yet she also offers us tools to address it. Eberhardt shows us how we can be vulnerable to bias but not doomed to live under its grip. Racial bias is a problem that we all have a role to play in solving.

From the author of the New York Times bestseller *The Inevitable*— a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

An award-winning journalist uses landmark research to debunk the whole expert prediction industry, and explores the psychology of our obsession with future history. In 2008, experts predicted gas would hit \$20 a gallon; it peaked at \$4.10. In 1967, they said the USSR would be the world's fastest-growing economy by 2000; by 2000, the USSR no longer existed. In 1908, it was pronounced that there would be no more wars in Europe; we all know how that turned out. Face it, experts are about as accurate as dart-throwing monkeys. And yet every day we ask them to predict the future- everything from the weather to the likelihood of a terrorist attack. *Future Babble* is the first book to examine this phenomenon, showing why our brains yearn for certainty about the future, why we are attracted to those who predict it confidently, and why it's so easy for us to ignore the trail of outrageously wrong forecasts. In this fast-paced, example-packed, sometimes darkly hilarious book, journalist Dan Gardner shows how seminal research by UC Berkeley professor Philip Tetlock proved that the more famous a pundit is, the more likely he is to be right about as often as a stopped watch. Gardner also draws on current research in cognitive psychology, political science, and behavioral economics to discover something quite reassuring: The future is always uncertain, but the end is not always near.

"An excellent primer on what it means to live digitally. It should be required reading for adults trying to understand the next generation." -- Nicholas Negroponte, author of *Being Digital* The first generation of children who were born into and raised in the digital world are coming of age and reshaping the world in their image. Our economy, our politics, our culture, and even the shape of our family life are being transformed. But who are these wired young people? And what is the world they're creating going to look like? In this revised and updated edition, leading Internet and technology experts John Palfrey and Urs Gasser offer a cutting-edge sociological portrait of these young people, who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow. Exploring a broad range of issues -- privacy concerns, the psychological effects of information overload, and larger ethical issues raised by the fact that young people's social interactions, friendships, and civic activities are now mediated by digital technologies -- *Born Digital* is essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present and shape the digital future.

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