Getting Real The Smarter Faster Easier Way To Build A Successful Web Application

Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller Rework, are back with a manifesto to combat all your modern workplace worries and fears.

NEW YORK TIMES BESTSELLER • From the author of The Power of Habit comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think—with an appendix of real-world lessons to apply to your life. At the core of Smarter Faster Better are eight key productivity concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly different ways. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps—and becomes one of the most successful players in the world. A group of data scientists at Google

embark on a four-year study of how the best teams function, and find that how a group interacts is more important than who is in the group—a principle, it turns out, that also helps explain why Saturday Night Live became a hit. A Marine Corps general, faced with low morale among recruits, reimagines boot camp—and discovers that instilling a "bias toward action" can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's Frozen are nearly out of time and on the brink of catastrophe—until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive. In The Power of Habit, Pulitzer Prize–winning journalist Charles Duhigg explained why we do what we do. In Smarter Faster Better, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

A manual for building a faster brain and a better you! The Little Book of Talent is an

easy-to-use handbook of scientifically proven, field-tested methods to improve skills—your skills, your kids' skills, your organization's skills—in sports, music, art, math, and business. The product of five years of reporting from the world's greatest talent hotbeds and interviews with successful master coaches, it distills the daunting complexity of skill development into 52 clear, concise directives. Whether you're age 10 or 100, whether you're on the sports field or the stage, in the classroom or the corner office, this is an essential guide for anyone who ever asked, "How do I get better?" Praise for The Little Book of Talent "The Little Book of Talent should be given to every graduate at commencement, every new parent in a delivery room, every executive on the first day of work. It is a guidebook—beautiful in its simplicity and backed by hard science—for nurturing excellence."—Charles Duhigg, bestselling author of The Power of Habit "It's so juvenile to throw around hyperbolic terms such as 'life-changing,' but there's no other way to describe The Little Book of Talent. I was avidly trying new things within the first half hour of reading it and haven't stopped since. Brilliant. And yes: life-changing."—Tom Peters, co-author of In Search of Excellence "The perfect feel-good read."--Emily Henry, #1 New York Times bestselling author of People We Meet on Vacation Britta didn't plan on falling for her personal trainer, and Wes didn't plan on Britta. Plans change and it's unclear if love, career, or both will meet them at the finish line. Britta Colby works for a lifestyle website, and when tasked to write about her experience with a hot new body-positive fitness app that includes

personal coaching, she knows it's a major opportunity to prove she should write for the site full-time. As CEO of the FitMi Fitness app, Wes Lawson finally has the financial security he grew up without, but despite his success, his floundering love life and complicated family situation leaves him feeling isolated and unfulfilled. He decides to get back to what he loves--coaching. Britta's his first new client and they click immediately. As weeks pass, she's surprised at how much she enjoys experimenting with her exercise routine. He's surprised at how much he looks forward to talking to her every day. They convince themselves their attraction is harmless, but when they start working out in person, Wes and Britta find it increasingly challenging to deny their chemistry and maintain a professional distance. Wes isn't supposed to be training clients, much less meeting with them, and Britta's credibility will be sunk if the lifestyle site finds out she's practically dating the fitness coach she's reviewing. Walking away from each other is the smartest thing to do, but running side by side feels like the start of something big.

Being healthy in this crazy, busy, modern world is not easy. For journalist Shannon Harvey, finding a solution to this problem became personal when she was diagnosed with an autoimmune disease that had no known cause and no known cure. After being told by her doctor that she could end up in a wheelchair, she realised she had to take action.This inspired a ten-year journey, where she spent more than $30,000 on conventional and alternative treatments, searched through thousands of scientific

papers, and traveled the world to interview dozens of pioneering health researchers from leading institutions such as Harvard and Stanford. On her road to getting better she met people with remarkable stories of recovery, discovered the truth amidst conflicting medical advice and sorted the quacks from the experts. She has now compiled the latest evidence and her personal experiences into one book to help you find the answers to good health.Discover why:*Meditation can turn off genes affecting disease*Sitting is considered the new smoking*One simple change to your diet can add years to your life*A walk in nature can boost your cancer fighting cells by more than 50%*Getting enough sleep makes you smarter, faster, and even better looking*Being positive can help you heal more quickly from a wound*Loneliness is on par with obesity and addiction as a leading risk factor in chronic diseaseAnd much more...From dealing with work stress, to improving your relationships at home, or making healthy habits stick, understand how your mind, body, and the world around you influences your health more than you think. Whether you are struggling to get well, or simply want to know what you can do today to stay healthy, this book is filled with real-world, simple, evidence-based solutions to improve your health from every aspect, adding years to your life and saving you thousands of dollars in medical expenses.This is a guidebook for anyone who wants to get healthy, find balance, and live better.

Break the rules, not the fast with world-renowned biohacker and New York Times bestselling author Dave Asprey. For more than a decade, the Bulletproof founder Dave

Asprey has shared his unique point of view and expertise to help fans become the best versions of themselves. From living longer to getting smarter, maximizing performance to practicing mindfulness, Dave's followers look to him for his take on the most effective techniques to become healthier and more powerful than most doctors think is possible. Asprey has been fasting for years, long before it gained widespread popularity, and if you're a fan of Bulletproof coffee and The Bulletproof Diet, you have been enjoying some of the benefits of Intermittent Fasting too. In Fast This Way, Dave asks readers to forget everything they think they know about the ancient practice and takes them on a journey through cutting-edge science to examine the ways novice fasters and Intermittent Fasting loyalists can up-end their relationship with food and upgrade their fasting game beyond calorie restriction. What IF eating the right foods at the right time can actually enhance your fast? What IF how you work out and sleep could trick your body into thinking you are fasting? What IF it were easy to skip a meal, or two, or three? What IF fasting is different for women, can be personalized to your genes, and can impact your mental health? What IF all fasts could be created equal? Fast This Way is a compelling read through the latest thinking on fasting and gives readers the manual and toolkit to make the most of their fasts and their personal biology.

These eBooks are the long-awaited digital version of our bestselling printed book about best practices in modern Web design. They share valuable practical insight into design,

usability and coding, provide professional advice for designing mobile applications and building successful e-commerce websites, and explain common coding mistakes and how to avoid them. You'll explore the principles of professional design thinking and graphic design and learn how to apply psychology and game theory to create engaging user experiences.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great

companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

This newly expanded and updated second edition of the best-selling classic continues

to take the "mystery" out of designing algorithms, and analyzing their efficacy and efficiency. Expanding on the first edition, the book now serves as the primary textbook of choice for algorithm design courses while maintaining its status as the premier practical reference guide to algorithms for programmers, researchers, and students. The reader-friendly Algorithm Design Manual provides straightforward access to combinatorial algorithms technology, stressing design over analysis. The first part, Techniques, provides accessible instruction on methods for designing and analyzing computer algorithms. The second part, Resources, is intended for browsing and reference, and comprises the catalog of algorithmic resources, implementations and an extensive bibliography. NEW to the second edition: • Doubles the tutorial material and exercises over the first edition • Provides full online support for lecturers, and a completely updated and improved website component with lecture slides, audio and video • Contains a unique catalog identifying the 75 algorithmic problems that arise most often in practice, leading the reader down the right path to solve them • Includes several NEW "war stories" relating experiences from real-world applications • Provides up-to-date links leading to the very best algorithm implementations available in C, C++, and Java

"An alternately charming and horrifying exploration of what it means to be human and how far we'll go in pursuit of personal and societal 'perfection.' I devoured this book." --Kiersten White, New York Times bestselling author of And I Darken For fans of

television shows Black Mirror and Westworld, this compelling, mind-bending novel is a twisted look into the future, exploring the lengths we'll go to remake ourselves into the perfect human specimen and what it means to be human at all. The future is curious. STRONGER Today our bodies define us. We color our hair; tattoo our skin; pierce our ears, brows, noses. We lift weights, run miles, break records. We are flesh and blood and bone. FASTER Tomorrow has different rules. The future is no longer about who we are--it's about who we want to be. If you can dream it, you can be it. Science will make us smarter, healthier, flawless in every way. Our future is boundless. MORE BEAUTIFUL This is a story that begins tomorrow. It's a story about us. It's a story about who comes after us. And it's a story about perfection. Because perfection has a way of getting ugly. 4 STARRED REVIEWS! "A deep and suddenly necessary exploration of the beautiful and terrible futures we face. Every story leaves you desperate for more. Somehow, the further from today Dayton travels, the more real it becomes." --Hank Green, #1 New York Times bestselling author of An Absolutely Remarkable Thing From the Foreword: "This book lays out much of what we've learned at AT&T about SDN and NFV. Some of the smartest network experts in the industry have drawn a map to help you navigate this journey. Their goal isn't to predict the future but to help you design and build a network that will be ready for whatever that future holds. Because if there's one thing the last decade has taught us, it's that network demand will always exceed expectations. This book will help you get ready." —Randall Stephenson,

Chairman, CEO, and President of AT&T "Software is changing the world, and networks too. In this in-depth book, AT&T's top networking experts discuss how they're moving software-defined networking from concept to practice, and why it's a business imperative to do this rapidly." —Urs Hölzle, SVP Cloud Infrastructure, Google "Telecom operators face a continuous challenge for more agility to serve their customers with a better customer experience and a lower cost. This book is a very inspiring and vivid testimony of the huge transformation this means, not only for the networks but for the entire companies, and how AT&T is leading it. It provides a lot of very deep insights about the technical challenges telecom engineers are facing today. Beyond AT&T, I'm sure this book will be extremely helpful to the whole industry." —Alain Maloberti, Group Chief Network Officer, Orange Labs Networks "This new book should be read by any organization faced with a future driven by a "shift to software." It is a holistic view of how AT&T has transformed its core infrastructure from hardware based to largely software based to lower costs and speed innovation. To do so, AT&T had to redefine their technology supply chain, retrain their workforce, and move toward open source user-driven innovation; all while managing one of the biggest networks in the world. It is an amazing feat that will put AT&T in a leading position for years to come." —Jim Zemlin, Executive Director, The Linux Foundation This book is based on the lessons learned from AT&T's software transformation journey starting in 2012 when rampant traffic growth necessitated a change in network architecture and design. Using new

technologies such as NFV, SDN, Cloud, and Big Data, AT&T's engineers outlined and implemented a radical network transformation program that dramatically reduced capital and operating expenditures. This book describes the transformation in substantial detail. The subject matter is of great interest to telecom professionals worldwide, as well as academic researchers looking to apply the latest techniques in computer science to solving telecom's big problems around scalability, resilience, and survivability.

Save time and money in building, marketing and promoting your business With huge recent shifts in the way enterprises are built, marketed, and monetized, these are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke. Smarter, Faster, Cheaper gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques. Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur Based on countless interviews with successful leaders, including conversations with entrepreneurs and owners of businesses large and small Strategies and ideas are easy to understand, digest, and immediately put to use From learning when to skimp and when to splurge to mastering the art of online schmoozing, Smarter,

Faster, Cheaper will save you time, money, and aggravation whether you're building your tenth business or your first.

Young serial entrepreneur Scott Gerber is not the product of a wealthy family or storied entrepreneurial heritage. Nor is he the outcome of a traditional business school education or a corporate executive turned entrepreneur. Rather, he is a hard-working, self-taught 26-year-old hustler, rainmaker, and bootstrapper who has survived and thrived despite never having held the proverbial "real" job. In Never Get a "Real" Job: How to Dump Your Boss, Build a Business, and Not Go Broke, Gerber challenges the social conventions behind the "real" job and empowers young people to take control of their lives and dump their nine-to-fives—or their quest to attain them. Drawing upon case studies, experiences, and observations, Scott dissects failures, shares hard-learned lessons, and presents practical, affordable, and systematic action steps to building, managing, and marketing a successful business on a shoestring budget. The proven, no-b.s. methodology presented in Never Get a "Real" Job teaches unemployed and underemployed Gen-Yers, aspiring small business owners, students, and recent college graduates how to quit 9-to-5s, become their own bosses, and achieve financial independence.

A call to redefine mobility so that it is connected, heterogeneous, intelligent, and personalized, as well as sustainable, adaptable, and city-friendly. The twentieth century was the century of the automobile; the twenty-first will see mobility dramatically re-

envisioned. Automobiles altered cityscapes, boosted economies, and made personal mobility efficient and convenient for many. We had a century-long love affair with the car. But today, people are more attached to their smartphones than their cars. Cars are not always the quickest mode of travel in cities; and emissions from the rapidly growing number of cars threaten the planet. This book, by three experts from industry and academia, envisions a new world of mobility that is connected, heterogeneous, intelligent, and personalized (the CHIP architecture). The authors describe the changes that are coming. City administrators are shifting from designing cities for cars to designing cities for people. Nations and cities will increasingly employ targeted user fees and offer subsidies to nudge consumers toward more sustainable modes. The sharing economy is coaxing many consumers to shift from being owners of assets to being users of services. The auto industry is responding with connected cars that double as virtual travel assistants and by introducing autonomous driving. The CHIP architecture embodies an integrated, multimode mobility system that builds on ubiquitous connectivity, electrified and autonomous vehicles, and a marketplace open to innovation and entrepreneurship. Consumers will exercise choice on the basis of user experience and efficiency, aided by "intelligent advisors," accessible through their mobile devices. An innovative mobility architecture reconfigured for this century is a social and economic necessity; this book charts a course for achieving it. Practical advice from some of today's top early stage investors and entrepreneurs

TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. Do More Faster: TechStars Lessons to Accelerate Your Startup is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies While you'll ultimately have to make your own decisions about what's right for your business, Do More Faster: TechStars Lessons to Accelerate Your Startup can get your entrepreneurial endeavor headed in the right direction.

Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need

outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

The classic guide to working from home and why we should embrace a virtual office, from the bestselling authors of Rework "A paradigm-smashing, compulsively readable case for a radically remote workplace."—Susan Cain, New York Times bestselling author of Quiet Does working from home—or anywhere else but the office—make sense? In Remote, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument. While providing a complete overview of remote work's challenges, Jason and David persuasively argue that, often, the advantages of working "off-site" far outweigh the drawbacks. In the past decade, the "under one roof" model of conducting work has been steadily declining, owing to

technology that is rapidly creating virtual workspaces. Today the new paradigm is "move work to the workers, rather than workers to the workplace." Companies see advantages in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work means working at the best job (not just one that is nearby) and achieving a harmonious work-life balance while increasing productivity. And those are just some of the perks to be gained from leaving the office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you're a manager fretting over how to manage workers who "want out" or a worker who wants to achieve a lifestyle upgrade while still being a top performer professionally, this book is your indispensable guide.

The world's most trusted guide for leaders in transition Transitions are a critical time for leaders. In fact, most agree that moving into a new role is the biggest challenge a manager will face. While transitions offer a chance to start fresh and make needed changes in an organization, they also place leaders in a position of acute vulnerability. Missteps made during the crucial first three months in a new role can jeopardize or even derail your success. In this updated and expanded version of the international bestseller The First 90 Days, Michael D. Watkins offers proven strategies for

conquering the challenges of transitions—no matter where you are in your career. Watkins, a noted expert on leadership transitions and adviser to senior leaders in all types of organizations, also addresses today's increasingly demanding professional landscape, where managers face not only more frequent transitions but also steeper expectations once they step into their new jobs. By walking you through every aspect of the transition scenario, Watkins identifies the most common pitfalls new leaders encounter and provides the tools and strategies you need to avoid them. You'll learn how to secure critical early wins, an important first step in establishing yourself in your new role. Each chapter also includes checklists, practical tools, and self-assessments to help you assimilate key lessons and apply them to your own situation. Whether you're starting a new job, being promoted from within, embarking on an overseas assignment, or being tapped as CEO, how you manage your transition will determine whether you succeed or fail. Use this book as your trusted guide.

Hard work is necessary for a job, but not sufficient for career growth. Given that workplace dynamics are ever-changing, one needs to anticipate and prepare for the impending twists and turns in one's career. Lack of understanding of managing key relationships can lead to frustration in one's career. Being in a hurry to rise, people often ignore to hone this skill, focusing too much on their subject matter expertise. Faster, Smarter, Higher provides clever and critical tips on how to manage various key relationships at work.

Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

From the New York Times bestselling authors of Sprint comes a simple 4-step system for improving focus, finding greater joy in your work, and getting more out of every day. "A charming manifesto—as well as an intrepid do-it-yourself guide to building smart habits that stick. If you want to achieve more (without going nuts), read this book."—Charles Duhigg, bestselling author of The Power of Habit and Smarter Faster Better Nobody ever looked at an empty calendar and said, "The best way to spend this time is by cramming it full of meetings!" or got to work in the morning and thought, Today I'll spend hours on Facebook! Yet that's exactly what we do. Why? In a world

where information refreshes endlessly and the workday feels like a race to react to other people's priorities faster, frazzled and distracted has become our default position. But what if the exhaustion of constant busyness wasn't mandatory? What if you could step off the hamster wheel and start taking control of your time and attention? That's what this book is about. As creators of Google Ventures' renowned "design sprint," Jake and John have helped hundreds of teams solve important problems by changing how they work. Building on the success of these sprints and their experience designing ubiquitous tech products from Gmail to YouTube, they spent years experimenting with their own habits and routines, looking for ways to help people optimize their energy, focus, and time. Now they've packaged the most effective tactics into a four-step daily framework that anyone can use to systematically design their days. Make Time is not a one-size-fits-all formula. Instead, it offers a customizable menu of bite-size tips and strategies that can be tailored to individual habits and lifestyles. Make Time isn't about productivity, or checking off more to-dos. Nor does it propose unrealistic solutions like throwing out your smartphone or swearing off social media. Making time isn't about radically overhauling your lifestyle; it's about making small shifts in your environment to liberate yourself from constant busyness and distraction. A must-read for anyone who has ever thought, If only there were more hours in the day..., Make Time will help you stop passively reacting to the demands of the modern world and start intentionally making time for the things that matter.

A new edition, packed with even more clever tricks and methods that make everyday life easier Lifehackers redefine personal productivity with creative and clever methods for making life easier and more enjoyable. This new edition of a perennial bestseller boasts new and exciting tips, tricks, and methods that strike a perfect balance between current technology and common sense solutions for getting things done. Exploring the many ways technology has changed since the previous edition, this new edition has been updated to reflect the latest and greatest in technological and personal productivity. The new "hacks" run the gamut of working with the latest Windows and Mac operating systems for both Windows and Apple, getting more done with smartphones and their operating systems, and dealing with the evolution of the web. Even the most tried-and-true hacks have been updated to reflect the contemporary tech world and the tools it provides us. Technology is supposed to make our lives easier by helping us work more efficiently. Lifehacker: The Guide to Working Smarter, Faster, and Better, Third Edition is your guide to making that happen!
Previously published Wiltshire, 1967. Guide to personal health and success
NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal • Financial Times In The Power of Habit, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of

information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author "Sharp, provocative, and useful."—Jim Collins "Few [books] become essential manuals for business and living. The Power of Habit is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good."—Financial Times "A flat-out great read."—David Allen, bestselling author of Getting Things Done: The Art of Stress-Free Productivity "You'll never look at yourself, your organization, or your world quite the same way."—Daniel H. Pink, bestselling author of Drive and A Whole New Mind "Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change."—The New York Times Book Review

Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and

improve it over the long term.

"A decade ago, Martin Gibala was a young researcher in the field of exercise physiology--with little time to exercise. That critical point in his career launched a passion for high-intensity interval training (HIIT), allowing him to stay in shape with just a few minutes of hard effort. It also prompted Gibala to conduct experiments that helped launch the ... science of ultralow-volume exercise. Now that he's the worldwide guru of the science of time-efficient workouts, Gibala's first book answers the ultimate question: how low can you go?"--

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that

history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

This business classic features straight-talking advice you'll never hear in school. Featuring a new foreword by Ariel Emanuel and Patrick Whitesell Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries. To this day, McCormack's business classic remains a must-read for executives and managers at every level. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on • the secret life of a deal • management philosophies that don't work (and one that does) • the key to running a meeting—and how to attend one • the positive use of negative reinforcement • proven ways to observe aggressively and take the edge • and much more Praise for What They Don't Teach You at Harvard Business School "Incisive, intelligent, and witty, What They Don't Teach You at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot."—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox "Clear, concise, and informative . . . Like a good mentor, this book will be a valuable aid

throughout your business career."—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc. "Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well."—Arnold Palmer "There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport."—Frank Deford, senior contributing writer, Sports Illustrated

#1 NEW YORK TIMES BESTSELLER • Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she's showing us how to put those ideas into practice so we can step up and lead. Look for Brené Brown's new podcast, Dare to Lead, as well as her ongoing podcast Unlocking Us! NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We don't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don't avoid difficult conversations and situations; we lean into vulnerability when it's necessary to do good work. But daring leadership in a culture defined by scarcity, fear, and uncertainty requires skill-building around traits that are deeply and uniquely human. The irony is that we're choosing not to invest in developing the hearts and minds of leaders at the exact same time as we're scrambling to figure out what we have to offer that machines and AI can't do better and faster. What can we do better? Empathy, connection, and courage, to start. Four-time #1 New York

Times bestselling author Brené Brown has spent the past two decades studying the emotions and experiences that give meaning to our lives, and the past seven years working with transformative leaders and teams spanning the globe. She found that leaders in organizations ranging from small entrepreneurial startups and family-owned businesses to nonprofits, civic organizations, and Fortune 50 companies all ask the same question: How do you cultivate braver, more daring leaders, and how do you embed the value of courage in your culture? In this new book, Brown uses research, stories, and examples to answer these questions in the no-BS style that millions of readers have come to expect and love. Brown writes, "One of the most important findings of my career is that daring leadership is a collection of four skill sets that are 100 percent teachable, observable, and measurable. It's learning and unlearning that requires brave work, tough conversations, and showing up with your whole heart. Easy? No. Because choosing courage over comfort is not always our default. Worth it? Always. We want to be brave with our lives and our work. It's why we're here." Whether you've read Daring Greatly and Rising Strong or you're new to Brené Brown's work, this book is for anyone who wants to step up and into brave leadership. #1 NEW YORK TIMES BEST SELLER • In this urgent, authoritative book, Bill Gates sets out a wide-ranging, practical—and accessible—plan for how the world can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also

details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear, achieving zero emissions will not be simple or easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach. Detailed summary and analysis of The Power of Habit.

Imprint. This up-to-the-minute book is a wake-up call to the corporate status quo, and presents a stunning tapestry of anecdotes, object lessons, parodies, ware stories and suggestions, all aimed at illustrating what it will take to survive and prosper in the fast- forward world on the wire.

Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software—from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to

your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design "continuous" marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything—including marketing—flows with the speed and adaptability of software. What if you could upgrade your brain in 15 minutes a day? Let Elizabeth Ricker, an MIT and Harvard-trained brain researcher turned Silicon Valley technologist, show you how. Join Ricker on a wild and edifying romp through the cutting-edge world of neuroscience and biohacking. You'll encounter Olympic athletes, a game show contestant, a memory marvel, a famous CEO, and scientists galore. From Ricker's decade-long quest, you will learn: ? The brain-based reason so many self-improvement projects fail . . . But how a little-known secret of Nobel Prize winning scientists could finally unlock success ? Which four abilities—both cognitive and

emotional—can predict success in work and relationships . . . and a new system for improving all four ? Which seven research-tested tools can supercharge mental performance. They range from low-tech (a surprising new mindset) to downright futuristic (an electrical device for at-home brain stimulation) Best of all, you will learn to upgrade your brain with Ricker's 20 customizable self-experiments and a sample, 12-week schedule. Ricker distills insights from dozens of interviews and hundreds of research studies from around the world. She tests almost everything on herself, whether it's nicotine, video games, meditation, or a little-known beverage from the Pacific islands. Some experiments fail hilariously—but others transform her cognition. She is able to sharpen her memory, increase her attention span, boost her mood, and clear her brain fog. By following Ricker's system, you'll uncover your own boosts to mental performance, too. Join a growing, global movement of neurohackers revolutionizing their careers and relationships. Let this book change 15 minutes of your day, and it may just change the rest of your life!

Award-winning entrepreneur and journalist Shane Snow reveals the counterintuitive reasons why so many partnerships and groups break down--and why some break through. The best teams are more than the sum of their parts, but why does collaboration so often fail to fulfill this promise? In Dream Teams, Snow takes us on an adventure through history, neuroscience, psychology, and business, exploring what separates groups that simply get by together from those that get better together. You'll learn: * How ragtag teams--from soccer clubs to startups to gangs of pirates--beat the odds throughout history. * Why DaimlerChrysler flopped while the Wu-Tang Clan succeeded, and the surprising factor behind most failed mergers, marriages, and partnerships. * What the Wright Brothers' daily arguments can teach us about group

problem solving. * Pioneering women in law enforcement, unlikely civil rights collaborators, and underdog armies that did the incredible together. * The team players behind great social movements in history, and the science of becoming open-minded. Provocative and entertaining, Dream Teams is a landmark work that will change the way we think about people, progress, and collaboration.

Getting RealThe Smarter, Faster, Easier Way to Build a Successful Web Application

A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. The Productivity Project—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you: · slowing down to work more deliberately; · shrinking or eliminating the unimportant; · the rule of three; · striving for imperfection; · scheduling less time for important tasks; · the 20 second rule to distract yourself

from the inevitable distractions; · and the concept of productive procrastination. In an eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

After spending the last 10 years in prison for a crime he did not commit, the author, who advocates for wrongly accused people, shares the fitness program that kept him alive and healthy. Original.

A New York Times technology columnist's timely, counterintuitive, and highly practical guide to success in the age of A.I. and automation. The machines are here. After decades of sci-fi doomsaying and marketing hype, advanced A.I. and automation technologies have leapt out of research labs and Silicon Valley engineering departments and into the center of our lives. Robots once primarily threatened blue-collar manufacturing jobs, but today's machines are being trained to do the work of lawyers, doctors, investment bankers, and other white-collar jobs previously considered safe from automation's reach. The world's biggest corporations are racing to automate jobs, and some experts predict that A.I could put millions of people out of work. Meanwhile, runaway algorithms have already changed the news we see, the politicians we elect, and the ways we interact with each other. But all is not lost. With a little effort, we can become futureproof. In Futureproof: 9 Rules for Machine-Age Humans, New York Times technology columnist Kevin Roose lays out an optimistic vision of how people can thrive in the machine age by rethinking their relationship with technology, and making themselves irreplaceably human. In nine pragmatic, accessible lessons, Roose draws on interviews with leading technologists, trips to the A.I. frontier, and centuries' worth of history to prepare readers to live, work, and thrive in the coming age of intelligent machines. He shares the secrets of

people and organizations that have successfully survived technological change, including a nineteenth-century rope-maker and a Japanese auto worker, and explains how people, organizations, and communities can apply their lessons to safeguard their own futures. The lessons include: - Do work that is surprising, social, and scarce (the types of work machines can't do) - Break your phone addiction with the help of a rubber band - Work in an office - Treat A.I. like the office gorilla - Resist "hustle porn" and efficiency culture and do less, slower Roose's examination of the future rejects the conventional wisdom that in order to compete with machines, we have to become more like them--hyper-efficient, data-driven, code-writing workhorses. Instead, he says, we should let machines be machines, and focus on doing the kinds of creative, inspiring, and meaningful work only humans can do.

It's no secret that we are living in the Digital Age. Technology companies make up seven of the world's ten largest firms by market capitalization. And the key to their success is the key to all modern organizations. Jonathan Smart, business agility practitioner, thought leader, and coach, reveals the patterns and antipatterns that will help organizations from every industry deliver better value sooner, safer, and happier through high levels of engagement, inclusion, and empowerment. Through his decades of experience in the technology world, Smart provides business leaders with a blueprint for creating a world-class organization of the future. Through Agile and Lean ways of working, business leaders can empower teams to improve production, grow together, and create better services for their customers. These better ways of working have overflowed from the IT department to every corner of successful organizations, taking root in every industry from aerospace to accounting, insurance to shipping. This book is not about software development. It is not a book about the computer industry. This book is

about applying agility across the entire organization. It's a book that will put you at the front of change and ahead of the competition.

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