

Made To Stick Why Some Ideas Survive And Others Die

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*.

Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

"Microbiology covers the scope and sequence requirements for a single-semester microbiology course for non-majors. The book presents the core concepts of microbiology with a focus on applications for careers in allied health. The pedagogical features of the text make the material interesting and accessible while maintaining the career-application focus and scientific rigor inherent in the subject matter. Microbiology's art program enhances students' understanding of concepts through clear and effective illustrations, diagrams, and photographs. Microbiology is produced through a collaborative publishing agreement between OpenStax and the American Society for Microbiology Press. The book aligns with the curriculum guidelines of the American Society for Microbiology."--BC Campus website.

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 In this guide, the authors shows that sticky messages of all kinds - from the infamous 'kidney theft ring' hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony - draw their power from the same six traits. 'Made to Stick' presents success stories (and failures) - the scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of 'the Mother Teresa Effect'; the elementary-school teacher whose simulation prevented racial prejudice. It brings the principles of winning ideas - and tells how apply these rules to making a messages stick.

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FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

"Features powerful stories for 21 of the toughest challenges businesspeople face"--Jacket.

"Guides readers toward the road less consumptive, offering practical advice and moral support while making a convincing case that individual actions . . . do matter." —Elizabeth Royte, author, *Garbage Land* and *Bottlemania* Like many people, Beth Terry didn't think an individual could have much impact on the environment. But while laid up after surgery, she read an article about the staggering amount of plastic polluting the oceans, and decided then and there to kick her plastic habit. In *Plastic-Free*, she shows you how you can too, providing personal anecdotes, stats about the environmental and health problems related to plastic, and individual solutions and tips on how to limit your plastic footprint. Presenting both beginner and advanced steps, Terry includes handy checklists and tables for easy reference, ways to get involved in larger community actions, and profiles of individuals—*Plastic-Free Heroes*—who have gone beyond personal solutions to create change on a larger scale. Fully updated for the paperback edition, *Plastic-Free* also includes sections on letting go of eco-guilt, strategies for coping with overwhelming problems, and ways to relate to other people who aren't as far along on the plastic-free path. Both a practical guide and the story of a personal journey from helplessness to empowerment, *Plastic-Free* is a must-read for those concerned about the ongoing health and happiness of themselves, their children, and the planet.

In 1967, after a session with a psychiatrist she'd never seen before, eighteen-year-old Susanna Kaysen was put in a taxi and sent to McLean Hospital. She spent most of the next two years in the ward for teenage girls in a psychiatric hospital as renowned for its famous clientele—Sylvia Plath, Robert Lowell, James Taylor, and Ray Charles—as for its progressive methods of treating those who could afford its sanctuary. Kaysen's memoir encompasses horror and razor-edged

perception while providing vivid portraits of her fellow patients and their keepers. It is a brilliant evocation of a "parallel universe" set within the kaleidoscopically shifting landscape of the late sixties. *Girl, Interrupted* is a clear-sighted, unflinching document that gives lasting and specific dimension to our definitions of sane and insane, mental illness and recovery.

This bestselling war-faring guide offers a series of principles for improving a company's understanding of the concept of brand and brand usage based on the methods used by John Hancock.

The Instant New York Times bestseller *A TODAY Show Read with Jenna Book Club Pick* A captivating debut novel about the tangled fates of two best friends and daughters of the Italian mafia, and a coming-of-age story of twentieth-century Brooklyn itself. Two daughters. Two families. One inescapable fate. Sofia Colicchio is a free spirit, loud and untamed. Antonia Russo is thoughtful, ever observing the world around her. Best friends since birth, they live in the shadow of their fathers' unspoken community: the Family. Sunday dinners gather them each week to feast, discuss business, and renew the intoxicating bond borne of blood and love. But the disappearance of Antonia's father drives a whisper-thin wedge between the girls as they grow into women, wives, mothers, and leaders. Their hearts expand in tandem with Red Hook and Brooklyn around them, as they push against the boundaries of society's expectations and fight to preserve their complex but life-sustaining friendship. One fateful night their loyalty to each other and the Family will be tested. Only one of them can pull the trigger before it's too late.

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't*, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method—a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: *The Five White Lies of Communicating*: learn which barriers prevent you from getting better *The Communicator's Roadmap*: use a tool to visually chart what type of communication experience you create *The Behaviors of Trust*: align what you say with how you say it to better connect with your audience *The Decker Grid*: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER & KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

From the number-one bestselling author of *The Nightingale* and *The Great Alone* comes a powerful American epic about love and heroism and hope, set during the Great Depression, a time when the country was in crisis and at war with itself, when millions were out of work and even the land seemed to have turned against them. "My land tells its story if you listen. The story of our family." Texas, 1921. A time of abundance. The Great War is over, the bounty of the land is plentiful, and America is on the brink of a new and optimistic era. But for Elsa Wolcott, deemed too old to marry in a time when marriage is a woman's only option, the future seems bleak. Until the night she meets Rafe Martinelli and decides to change the direction of her life. With her reputation in ruin, there is only one respectable choice: marriage to a man she barely knows. By 1934, the world has changed; millions are out of work and drought has devastated the Great Plains. Farmers are fighting to keep their land and their livelihoods as crops fail and water dries up and the earth cracks open.

Dust storms roll relentlessly across the plains. Everything on the Martinelli farm is dying, including Elsa's tenuous marriage; each day is a desperate battle against nature and a fight to keep her children alive. In this uncertain and perilous time, Elsa—like so many of her neighbors—must make an agonizing choice: fight for the land she loves or leave it behind and go west, to California, in search of a better life for her family. The Four Winds is a rich, sweeping novel that stunningly brings to life the Great Depression and the people who lived through it—the harsh realities that divided us as a nation and the enduring battle between the haves and the have-nots. A testament to hope, resilience, and the strength of the human spirit to survive adversity, The Four Winds is an indelible portrait of America and the American dream, as seen through the eyes of one indomitable woman whose courage and sacrifice will come to define a generation.

Upper Saddle River, N.J. : Creative Homeowner,

Edward Tulane, a cold-hearted and proud toy rabbit, loves only himself until he is separated from the little girl who adores him and travels across the country, acquiring new owners and listening to their hopes, dreams, and histories. Jr Lib Guild. Teacher's Guide available. Reprint. The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when they're not.” And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world's youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? The *Power of Moments* shows us how to be the author of richer experiences.

Praise for *Building Nonprofit Capacity* "A central question for leadership is to identify where, and when, to focus organizational energy, and that is where Brothers and Sherman's book comes in. Changing organizations is never easy, which is why managers need the right set of maps and tools—like this one." Jon Pratt, executive director, Minnesota Council of Nonprofits "Anyone running a nonprofit organization, no matter how large or small, would benefit from reading this book. It's chock-full of useful information about managing change." Eric Nee, managing editor, Stanford Social Innovation Review "Nonprofit leaders need tools to help them manage better, engage communities, collaborate, and have greater impact. *Building Nonprofit Capacity* is a great tool and a useful reference for organizations that are seeking to make a greater and more sustainable difference." Paul Schmitz, CEO, Public Allies "Brothers and Sherman expertly braid together complementary organizational lifecycle frameworks—and add their own wide-ranging expertise and experience—to bring practitioners and executives this comprehensive, relevant, and honest book about the organizational quest to become ever better." Jeanne Bell, CEO, CompassPoint Nonprofit Services "Whether you are building a start-up, bringing an organization to scale, managing an established group toward excellence, or shepherding a nonprofit at risk of decline, this book should be required reading for every nonprofit executive director." Richard R. Buery, Jr., president and CEO, The Children's Aid Society "There are a lot of nonprofit management books out there. What makes Brothers and Sherman's book different and so important and worthwhile is that they have combined a number of models, theories, and practices and shaped them into a few essential processes that can be used by organizations both large and small." Doug Bauer, executive director, The Clark Foundation

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* In one way or another, we all carry trauma. It can manifest as anxiety, shame, low self-esteem, over-eating, under-eating, addiction, depression, confusion, people-pleasing, under-earning, low mood, negative thinking, social anxiety, anger, brain fog and more. Traumas, big or ‘little’, leave us trapped in cycles of dysfunctional behaviours, negative thoughts and difficult feelings. Yet many people are unaware they're stuck in old reactions and patterns that stem from their past traumas. Many of us are wary of the word and push it away instead of moving towards it and learning how to break free. Dr Sarah Woodhouse is a Research Psychologist who specialises in trauma and is passionate about helping people face this word and their past. In *You're Not Broken* she teaches you what a trauma is (it's probably not what you think), and how to recognise when, why and how your past is holding you back. She gently explains the pitfalls of ignoring awkward, upsetting episodes and how true freedom comes from looking back at your past with honesty. Then, sharing the latest research-based techniques and her own personal experience, she guides you towards breaking the trauma loop, reawakening your true self and reclaiming your future.

Meticulously researched, and featuring in-depth analyses of companies such as Hershey's, Zappos, Amazon and Chobani, a customer loyalty expert and social psychiatrist reveals the driving forces behind the choices we make and the brands we support.

Rules for developing talent with disciplined, deliberate, intelligent practice We live in a competition loving culture. We love the performance, the big win, the ticking seconds of the clock as the game comes down to the wire. We watch games and cheer, sometimes to the point of obsession, but if we really wanted to see greatness—wanted to cheer for it, see it happen, understand what made it happen—we'd spend our time watching, obsessing on, and maybe even cheering the practices instead. This book puts practice on the front burner of all who seek to instill talent and achievement in others as well as in themselves. This is a journey to understand that practice, not games, makes champions. In this book, the authors engage the dream of better, both in fields and endeavors where participants know they should practice and also in

those where many do not yet recognize the transformative power of practice. And it's not just whether you practice. How you practice may be a true competitive advantage. Deliberately engineered and designed practice can revolutionize our most important endeavors. The clear set of rules presented in *Practice Perfect* will make us better in virtually every performance of life. The "how-to" rules of practice cover such topics as rethinking practice, modeling excellent practice, using feedback, creating a culture of practice, making new skills stick, and hiring for practice. Discover new ways to think about practice. Learn how to design successful practice. Apply practice across a wide range of realms, both personal and professional. The authors include specific activities to jump-start practice. Doug Lemov is the best-selling author of *Teach Like a Champion*. A hands-on resource to practice, the rules within will help to create positive outliers and world-changing reservoirs of talent. Many of the statistics you read about teenagers and faith can be alarming. Recent studies show that 40-50 percent of kids who are connected to a youth group throughout their senior year will fail to stick with their faith in college. As youth workers are pouring their time and energy into the students in their ministries, they are often left wondering if they've done enough to equip their students to carry their faith into adulthood. Fuller Youth Institute has done extensive research in the area of youth ministry and teenage development. In *Sticky Faith*, the team at FYI presents youth workers with both a theological/philosophical framework and practical programming ideas that develop long-term faith in teenagers. Each chapter presents a summary of FYI's quantitative and qualitative research, along with the implications of this research, including program ideas suggested and tested by youth ministries nationwide. This resource will give youth pastors what they need to help foster a faith that sticks with all the teenagers in their group long after they've left the youth room.

In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap* (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book *Zag*, he illustrates the first big step in building a high-performance brand—radical differentiation.

The four principles that can help us to overcome our brains' natural biases to make better, more informed decisions—in our lives, careers, families and organizations. In *Decisive*, Chip Heath and Dan Heath, the bestselling authors of *Made to Stick* and *Switch*, tackle the thorny problem of how to overcome our natural biases and irrational thinking to make better decisions, about our work, lives, companies and careers. When it comes to decision making, our brains are flawed instruments. But given that we are biologically hard-wired to act foolishly and behave irrationally at times, how can we do better? A number of recent bestsellers have identified how irrational our decision making can be. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. In *Decisive*, the Heath brothers, drawing on extensive studies, stories and research, offer specific, practical tools that can help us to think more clearly about our options, and get out of our heads, to improve our decision making, at work and at home.

The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations is the first book to teach storytelling as a powerful and formal discipline for organizational change and knowledge management. The book explains how organizations can use certain types of stories ("springboard" stories) to communicate new or envisioned strategies, structures, identities, goals, and values to employees, partners and even customers. Readers will learn techniques by which they can help their organizations become more unified, responsive, and intelligent. Storytelling is a management technique championed by gurus including Peter Senge, Tom Peters and Larry Prusak. Now Stephen Denning, an innovator in the new discipline of organizational storytelling, teaches how to use stories to address challenges fundamental to success in today's information economy.

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Greens, grains, veggies, dressings, and toppings—*Salad Party* is full of mix-and-match recipes for delicious, fresh, and flavorful salads. With a unique board book format, this playful cookbook makes healthy eating easy. The pages are split into thirds, featuring toppings, dressings, and salad bases. The recipes in this book can be combined into thousands of different salads, with 30 recipes for each component. All you have to do is flip and pick, or open it at random for a unique and delicious dish. • Features everything from leafy greens and hearty grains to roasted vegetables, crunchy toppings, and creamy dressings • The board pages and flip format make this a one-of-a-kind cookbook • Playful illustrations accompany each ingredient and recipe *Salad Party* is a fun board book for grown-ups filled with endless ideas to make delicious salads. The 3-paneled board pages allow for endless salad combinations, perfect for lunch, meal prep, or a healthy dinner side. • *Salad Party* appeals just as much to food lovers as to those who geek out over unique books and formats. • Amateur home cooks, meal-preppers, and healthy eaters can use this fun-to-flip-through cookbook to customize their perfect salad—whether a hearty meal, light lunch, or yummy side dish. • Add it to the collection of books like *Salad Samurai: 100 Cutting-Edge, Ultra-Hearty, Easy-to-Make Salads You Don't Have to Be Vegan to Love* by Terry Hope Romero; *Food52 Mighty Salads: 60 New Ways to Turn Salad into Dinner* by Editors of Food52; and Mark Bittman's *Kitchen Matrix: More Than 700 Simple Recipes and Techniques to Mix and Match for Endless Possibilities* by Mark Bittman.

Love To Teach: Research and Resources for every classroom is an exciting book that combines the latest educational research with examples of what this can look like in the classroom. Filled with research-informed ideas to support all teachers and leaders in both Primary and Secondary this book would be great for NQTs to more experienced teachers and leaders alike. The educational research is presented in a format which is accessible, helpful and informative and will help inform educators about cutting-edge research in practical and applicable ways. The practical resources are easily adaptable and ready to be implemented in any classroom and are grounded in Kate's own classroom practice. 'Written with the same passion, reflection and drive that runs through everything Kate does, *Love To Teach* is a real gem. Kate explores a huge range of practical pick-up-and-use strategies rooted deeply in educational research. The book is an equal balance between thought-provoking and extremely useful. *Love to Teach* is a great resource for all teachers who are committed to improving their practice and increasing their impact upon the futures of the young people they teach.' -- Sarah Findlater Secondary Principal at Gems First Point School Dubai. Author and Series Editor of the Bloomsbury CPD Library @msfindlater

PLEASE NOTE: This is a companion to Chip Heath's & et al *Made to Stick* and NOT the original book. Preview: In *Made to Stick: Why Some Ideas Survive and Others Die* (2007), educators and brothers Chip Heath and Dan Heath offer a guide for sharing ideas that stick with

listeners. As a framework for their advice, they offer the acronym SUCCES, short for simple, unexpected, concrete, credible, emotional, and stories... Inside this companion to the book: · Overview of the Book · Insights from the Book · Important People · Author's Style and Perspective · Intended Audience About the Author: With Instaread, you can get the notes and insights from a book in 15 minutes or less. Visit our website at instaread.co.

Focusing on successful marketing campaigns and undying urban legends, this book is written for anyone who strives to craft messages that are memorable and lasting.

NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to improve your idea's chances—essential reading in the “fake news” era. Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them “stick.” In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous “kidney theft ring” hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick. **BONUS:** This edition contains an excerpt from Chip Heath and Dan Heath's *Switch*.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

The Merchant of Venice has been performed more often than any other comedy by Shakespeare. Molly Mahood pays special attention to the expectations of the play's first audience, and to our modern experience of seeing and hearing the play. In a substantial new addition to the Introduction, Charles Edelman focuses on the play's sexual politics and recent scholarship devoted to the position of Jews in Shakespeare's time. He surveys the international scope and diversity of theatrical interpretations of *The Merchant* in the 1980s and 1990s and their different ways of tackling the troubling figure of Shylock.

A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you're a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, *The Decision Book* presents fifty models for better structuring, and subsequently understanding, life's steady challenges. Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn't guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner's Dilemma, and an unusual exercise inspired by Warren Buffet, *The Decision Book* is the ideal reference for flexible thinkers.

Despite promises of “fast and easy” results from slick marketers, real personal growth is neither fast nor easy. The truth is that hard work, courage, and self-discipline are required to achieve meaningful results—results that are not attained by those who cling to the fantasy of achievement without effort. *Personal Development for Smart People* reveals the unvarnished truth about what it takes to consciously grow as a human being. As you read, you'll learn the seven universal principles behind all successful growth efforts (truth, love, power, oneness, authority, courage, and intelligence); as well as practical, insightful methods for improving your health, relationships, career, finances, and more. You'll see how to become the conscious creator of your life instead of feeling hopelessly adrift, enjoy a fulfilling career that honors your unique self-expression, attract empowering relationships with loving, compatible partners, wake up early feeling motivated, energized, and enthusiastic, achieve inspiring goals with disciplined daily habits and much more! With its refreshingly honest yet highly motivating style, this fascinating book will help you courageously explore, creatively express, and consciously embrace your extraordinary human journey.

Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? *Upstream* probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation's culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. *Upstream* delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we've forgotten that we can fix them?

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER NATIONAL INDIE BESTSELLER THE WASHINGTON POST BESTSELLER Recommended by Entertainment Weekly, Real Simple, NPR, Slate, and Oprah Magazine #1 Library Reads Pick—October 2020 #1 Indie Next Pick—October 2020 BOOK OF THE YEAR (2020) FINALIST—Book of the Month Club A “Best Of” Book From: Oprah Mag * CNN * Amazon * Amazon Editors * NPR * Goodreads * Bustle * PopSugar * BuzzFeed * Barnes & Noble * Kirkus Reviews * Lambda Literary * Nerdette * The Nerd Daily * Polygon * Library Reads * io9 * Smart Bitches Trashy Books * LiteraryHub * Medium * BookBub * The Mary Sue * Chicago Tribune * NY Daily News * SyFy Wire * Powells.com * Bookish * Book Riot * Library Reads Voter Favorite * In the vein of *The Time Traveler’s Wife* and *Life After Life*, *The Invisible Life of Addie LaRue* is New York Times bestselling author V. E. Schwab’s genre-defying tour de force. A Life No One Will Remember. A Story You Will Never Forget. France, 1714: in a moment of desperation, a young woman makes a Faustian bargain to live forever—and is cursed to be forgotten by everyone she meets. Thus begins the extraordinary life of Addie LaRue, and a dazzling adventure that will play out across centuries and continents, across history and art, as a young woman learns how far she will go to leave her mark on the world. But everything changes when, after nearly 300 years, Addie stumbles across a young man in a hidden bookstore and he remembers her name. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

What if you could stop selling altogether and grow your profits? With *The Serving Mindset*, you’ll learn how to serve, elevate your business success, and feel great about it! Targeted to business owners and entrepreneurs who are very good at what they do but feel guilt and shame around selling and sales and therefore limit their own success and overall possibilities, *The Serving Mindset: Stop Selling and Grow Your Business* positions selling as serving and takes readers through the process of why and how to acquire this “serving mindset” and put it into practice. For readers who hate sales, *The Serving Mindset* will help you diagnose the source of the issue, understand how your mindset affects your sales directly, and discover a fresh approach to selling as serving—an essential lesson for enabling any business to explore maximum levels of prosperity. Using case studies as well as the experience of the author and that of her professional-coaching clients, *The Serving Mindset* is sure to change how readers view selling, serving, and growing. The powerful insights and applications in this book are game-changers for every business owner and entrepreneur who wants to attract and secure ideal customers and premium clients while maintaining integrity to his or her own core values.

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