

Non Obvious 2016 Edition How To Think Different Curate Ideas Predict The Future

THE INSTANT BESTSELLER • An indelible portrait of girls, the women they become, and that moment in life when everything can go horribly wrong NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • NPR • The Guardian • Entertainment Weekly • San Francisco Chronicle • Financial Times • Esquire • Newsweek • Vogue • Glamour • People • The Huffington Post • Elle • Harper's Bazaar • Time Out • BookPage • Publishers Weekly • Slate Northern California, during the violent end of the 1960s. At the start of summer, a lonely and thoughtful teenager, Evie Boyd, sees a group of girls in the park, and is immediately caught by their freedom, their careless dress, their dangerous aura of abandon. Soon, Evie is in thrall to Suzanne, a mesmerizing older girl, and is drawn into the circle of a soon-to-be infamous cult and the man who is its charismatic leader. Hidden in the hills, their sprawling ranch is eerie and run down, but to Evie, it is exotic, thrilling, charged—a place where she feels desperate to be accepted. As she spends more time away from her mother and the rhythms of her daily life, and as her obsession with Suzanne intensifies, Evie does not realize she is coming closer and closer to unthinkable violence. Finalist for the Los Angeles Times Book Prize • Finalist for the National Book Critics Circle

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John Leonard Award • Shortlisted for The Center for Fiction First Novel Prize • The New York Times Book Review Editors' Choice • Emma Cline—One of Granta's Best of Young American Novelists Praise for *The Girls* "Spellbinding . . . a seductive and arresting coming-of-age story."—The New York Times Book Review "Extraordinary . . . Debut novels like this are rare, indeed."—The Washington Post "Hypnotic."—The Wall Street Journal "Gorgeous."—Los Angeles Times "Savage."—The Guardian "Astonishing."—The Boston Globe "Superbly written."—James Wood, *The New Yorker* "Intensely consuming."—Richard Ford "A spectacular achievement."—Lucy Atkins, *The Times* "Thrilling."—Jennifer Egan "Compelling and startling."—The Economist

Wall Street Journal Best Seller (2015 Edition) Gold Medal: Non-Fiction Book Awards (2018 Edition) Winner: IPPY Book Awards Silver Medal (2018 Edition) Winner: Axiom Business Theory Silver Medal (2017 Edition) Official Selection: Gary's Book Club at CES (2017 Edition) #1 AMAZON OVERALL BUSINESS BEST SELLER (2015 Edition)

What secrets can a 400-year-old Turkish cymbal maker and an Icelandic hot tub etiquette video teach you about the power of storytelling? How do Michelin-ranked food stalls in Singapore and the decline of Swiss watches force all luxury brands to rethink their business models? What insights can the world's quietest place and a clothing dye produced by former tobacco farmers reveal about serving enlightened consumers? The answers to these questions may not be all that obvious. And that's exactly the point. For the past eight years, innovation expert Rohit Bhargava and his team have predicted

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15 "Non-Obvious" trends each year. In this book, get a sneak peek at the proven methods exclusively taught to thousands of executives at leading brands, organizations and governments to develop unexpected solutions to critical problems. The power of non-obvious thinking can help you see what others miss, grow your business and make a bigger impact in the world. In this all-new eighth edition, discover what more than a million readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. In total, the Non-Obvious 2018 Edition features 15 all-new trends across 5 categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also features a detailed section with a review and rating for more than 100 previously predicted trends - with longevity ratings for each. As with the original version, this new edition of Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of trend curation (much to the delight of past readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.

What's being widely regarded as "one of the most life changing books ever written" may be the simplest approach to achieving everything you've ever wanted, and faster than you ever thought possible. What if you could wake up tomorrow and any-or EVERY-area of your life was beginning to transform? What would you change? The Miracle

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Morning is already transforming the lives of tens of thousands of people around the world by showing them how to wake up each day with more ENERGY, MOTIVATION, and FOCUS to take your life to the next level. It's been right here in front of us all along, but this book has finally brought it to life. Are you ready? The next chapter of YOUR life-the most extraordinary life you've ever imagined-is about to begin. It's time to WAKE UP to your full potential...

What would happen if women suddenly possessed a fierce new power? "The Power is our era's *The Handmaid's Tale*." --Ron Charles, *Washington Post* **WINNER OF THE BAILEYS WOMEN'S PRIZE FOR FICTION** One of the *New York Times*'s Ten Best Books of the Year One of President Obama's favorite reads of the Year A *Los Angeles Times* Best Book of the Year One of the *Washington Post*'s Ten Best Books of the Year An NPR Best Book of the Year One of *Entertainment Weekly*'s Ten Best Books of the Year A *San Francisco Chronicle* Best Book of the Year A *Bustle* Best Book of the Year A *Paste Magazine* Best Novel of the Year A *New York Times* Book Review Editors' Choice An Amazon Best Book of the Year "Alderman's writing is beautiful, and her intelligence seems almost limitless. She also has a pitch-dark sense of humor that she wields perfectly." --Michael Schaub, NPR In *THE POWER*, the world is a recognizable place: there's a rich Nigerian boy who lounges around the family pool; a foster kid whose religious parents hide their true nature; an ambitious American politician; a tough London girl from a tricky family. But then a vital new force takes root and flourishes,

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causing their lives to converge with devastating effect. Teenage girls now have immense physical power--they can cause agonizing pain and even death. And, with this small twist of nature, the world drastically resets. From award-winning author Naomi Alderman, *THE POWER* is speculative fiction at its most ambitious and provocative, at once taking us on a thrilling journey to an alternate reality, and exposing our own world in bold and surprising ways.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm.

Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life,

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O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

In the right now of right now-in the tunnel vision of now-, I now know that this wavering of self forever allows me to wholly believe in whatever I believe while also forever keeping me in between it all-while forever keeping me a neutral and balanced-out party. In short, to have faith is to have faith in oneself. In essence, I believe all that I have written in this book, for I have indeed believed it at some point and it has indeed culminated into this very reflection. From the present moment that is no longer the moments of before, it appears that my beliefs have changed, but I also feel that they are and were as permanent as ever-that they are and were this motionless still that

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makes me feel as if I am forever being swept elsewhere as I go from moment to moment. It is in duality that we can have it all, and it is also in duality that we can have this blindness that is an all beyond it all. Combined, well, we cannot help but have it all, despite forever feeling as if we are being torn between it all. As I look back on my most recent lifestyle changes that appear to be so instantaneous, well, I cannot help but remember that there is some good to be found in all that is bad, just as there is some bad to be found in all that is good. It is in thinking that no bad can come from something good and that no good can come from something bad, that I inevitably switch sides and become that which I could never become. It is in thinking that I am in pursuit of perfection despite always finding imperfection, that I inevitably exist in perfection. I lose in that I cannot win, but I also win in that I cannot lose, despite forever feeling as if I am winning and losing from moment to moment. I do believe myself to be the second coming of Jesus, but I also believe that I am you and you are me and that together and apart we are everything and everyone in each and every moment-in just one moment. I am special, but only because I am blind. I am blind, but only because you all make me feel as if I am special. As of right now, my obvious cannot be yours-despite it somehow being just that forever and always-and I pride myself in knowing that this obvious will not always be my obvious and that it will inevitably be just yours as well. I know that I cannot help but be a friend to my obvious and an enemy to your obvious. I know that I cannot help but be an enemy to the obvious that feels previous and a friend to the

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obvious that is no longer distant. No matter what I do-no matter what I believe-, I know that I cannot help but do it or believe it, as evidenced by the reality that I cannot help but do it and believe it. When we look at each other, we can never see what the other sees, for we can only see for ourselves. These words of mine are as much of a forcing of perspective as I wish them not to be-as much as I plead you to not see them as such. You will find yourself agreeing with the beliefs that are no longer my beliefs, just as I will find myself agreeing with some beliefs that are no longer your beliefs. In seeing this, it is my hope that you can just let your friends be your enemies and your enemies be your friends, and therefore something else altogether-but it is in such reflection, that I do indeed know that we are indeed this 'something else altogether'. In fighting for yourself, you cannot help but fight for everyone, and in fighting for everyone, you cannot help but fight not for yourself. Without such conflict, we would never grow to know each other as we know ourselves or know ourselves as others know themselves, even if this is just the greatest blindness of all-even if this is just the illusion of free will and individuality-even if we are just trapped in an infinitely fine-tuned chain reaction of seemingly endless events. I know that when I see the color blue, that you see something so different, and not a blue when it comes to the blue I see. Further though, I know how deceiving this similarity is, for even I cannot...

Non-ObviousHow to Think Different, Curate Ideas and Predict the FutureIdeaPress Publishing

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Why is the Mona Lisa the most famous painting in the world? Why did Facebook succeed when other social networking sites failed? Did the surge in Iraq really lead to less violence? And does higher pay incentivize people to work harder? If you think the answers to these questions are a matter of common sense, think again. As sociologist and network science pioneer Duncan Watts explains in this provocative book, the explanations that we give for the outcomes that we observe in life-explanations that seem obvious once we know the answer-are less useful than they seem. Watts shows how commonsense reasoning and history conspire to mislead us into thinking that we understand more about the world of human behavior than we do; and in turn, why attempts to predict, manage, or manipulate social and economic systems so often go awry. Only by understanding how and when common sense fails can we improve how we plan for the future, as well as understand the present-an argument that has important implications in politics, business, marketing, and even everyday life.

"A "gray rhino" is a highly probable, imminent threat; we can see the dust cloud on the horizon long before the charging animal comes into view. Gray rhinos are not random, but occur after a series of warnings and visible events. The Lehman Brothers crash of 2008, the devastating aftermath of Hurricane Sandy and other natural disasters, the file-sharing that presaged the collapse of the traditional music business model, the rising chaos in the Middle East...all were evident well in advance of the consequences. Gray rhinos are much easier to spot and guard against than "black swans"-- the rare, truly

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unforeseen catastrophes. Why then, when faced with solvable problems, do we continually fail to address them before they spiral out of control? Drawing on her extensive background in policy formation and crisis management, as well as in-depth interviews with leaders from around the world, Michele Wucker explains in *The Gray Rhino* how significant crises can be recognized and countered strategically. Filled with persuasive stories, real-world examples, and practical advice, *The Gray Rhino* is essential reading for managers, investors, planners, policy makers, and anyone who wants to understand how change really occurs"--

Cora is a slave on a cotton plantation in Georgia. When Caesar, a recent arrival from Virginia, tells her about the Underground Railroad, they decide to take a terrifying risk and escape. Though they manage to find a station and head north, they are being hunted. Their first stop is South Carolina, in a city that initially seems like a haven. But the city's placid surface masks an insidious scheme designed for its black denizens. And even worse: Ridgeway, the relentless slave catcher, is close on their heels.

#1 NEW YORK TIMES BESTSELLER • PULITZER PRIZE FINALIST • This inspiring, exquisitely observed memoir finds hope and beauty in the face of insurmountable odds as an idealistic young neurosurgeon attempts to answer the question What makes a life worth living? **NAMED ONE OF PASTE'S BEST**

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MEMOIRS OF THE DECADE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • People • NPR • The Washington Post • Slate • Harper's Bazaar • Time Out New York • Publishers Weekly • BookPage Finalist for the PEN Center USA Literary Award in Creative Nonfiction and the Books for a Better Life Award in Inspirational Memoir At the age of thirty-six, on the verge of completing a decade's worth of training as a neurosurgeon, Paul Kalanithi was diagnosed with stage IV lung cancer. One day he was a doctor treating the dying, and the next he was a patient struggling to live. And just like that, the future he and his wife had imagined evaporated. When *Breath Becomes Air* chronicles Kalanithi's transformation from a naïve medical student "possessed," as he wrote, "by the question of what, given that all organisms die, makes a virtuous and meaningful life" into a neurosurgeon at Stanford working in the brain, the most critical place for human identity, and finally into a patient and new father confronting his own mortality. What makes life worth living in the face of death? What do you do when the future, no longer a ladder toward your goals in life, flattens out into a perpetual present? What does it mean to have a child, to nurture a new life as another fades away? These are some of the questions Kalanithi wrestles with in this profoundly moving, exquisitely observed memoir. Paul Kalanithi died in March 2015, while working on this book, yet his words live

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on as a guide and a gift to us all. “I began to realize that coming face to face with my own mortality, in a sense, had changed nothing and everything,” he wrote. “Seven words from Samuel Beckett began to repeat in my head: ‘I can’t go on. I’ll go on.’” When *Breath Becomes Air* is an unforgettable, life-affirming reflection on the challenge of facing death and on the relationship between doctor and patient, from a brilliant writer who became both.

A NEW YORK TIMES NOTABLE BOOK • Ghana, eighteenth century: two half sisters are born into different villages, each unaware of the other. One will marry an Englishman and lead a life of comfort in the palatial rooms of the Cape Coast Castle. The other will be captured in a raid on her village, imprisoned in the very same castle, and sold into slavery. One of Oprah’s Best Books of the Year and a PEN/Hemingway award winner, *Homegoing* follows the parallel paths of these sisters and their descendants through eight generations: from the Gold Coast to the plantations of Mississippi, from the American Civil War to Jazz Age Harlem. Yaa Gyasi’s extraordinary novel illuminates slavery’s troubled legacy both for those who were taken and those who stayed—and shows how the memory of captivity has been inscribed on the soul of our nation.

Alex Cross, I'm coming for you--even from the grave if I have to. Along Came a Spider killer Gary Soneji has been dead for over ten years. Alex Cross watched

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him die. But today, Cross saw him gun down his partner. Is Soneji alive? A ghost? Or something even more sinister? Nothing will prepare you for the wicked truth. BookShots LIGHTNING-FAST STORIES BY JAMES PATTERSON Novels you can devour in a few hours Impossible to stop reading All original content from James Patterson

From the winner of the Nobel Prize in Literature, here is the universally acclaimed novel—winner of the Booker Prize and the basis for an award-winning film. This is Kazuo Ishiguro's profoundly compelling portrait of Stevens, the perfect butler, and of his fading, insular world in post-World War II England. Stevens, at the end of three decades of service at Darlington Hall, spending a day on a country drive, embarks as well on a journey through the past in an effort to reassure himself that he has served humanity by serving the "great gentleman," Lord Darlington. But lurking in his memory are doubts about the true nature of Lord Darlington's "greatness," and much graver doubts about the nature of his own life.

The book analyses the origins of the idea of interference in the internal affairs of other states and preventive strike in international law, beginning with the Monroe Doctrine (1823). American diplomacy has not changed in principle in the last two centuries, and is still based on the Monroe doctrine. This is proven here through the study of the foreign policy of the vast majority of US presidents, from Monroe

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to Trump. As the book shows, one of the main tools of American domination throughout the world in the second half of the 20th century and the beginning of the 21st is the doctrine of the preventive strike and interference in the affairs of other states.

Fans of *Girl, Interrupted*, *Thirteen Reasons Why*, and *All the Bright Places* will love this New York Times bestseller. "A haunting, beautiful, and necessary book that will stay with you long after you've read the last page."—Nicola Yoon, #1 New York Times bestselling author of *Everything, Everything* and *The Sun Is Also a Star* Charlotte Davis is in pieces. At seventeen she's already lost more than most people do in a lifetime. But she's learned how to forget. The broken glass washes away the sorrow until there is nothing but calm. You don't have to think about your father and the river. Your best friend, who is gone forever. Or your mother, who has nothing left to give you. Every new scar hardens Charlie's heart just a little more, yet it still hurts so much. It hurts enough to not care anymore, which is sometimes what has to happen before you can find your way back from the edge. A deeply moving portrait of a girl in a world that owes her nothing, and has taken so much, and the journey she undergoes to put herself back together. Kathleen Glasgow's debut is heartbreakingly real and unflinchingly honest. It's a story you won't be able to look away from. "Girl, Interrupted meets

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Speak.”—Refinery29 “A dark yet powerful read.”—Paste Magazine “One of the most affecting novels we have read.”—Goop “Breathtaking and beautifully written.”—Bustle “Intimate and gritty.”—The Irish Times And don’t miss Kathleen Glasgow’s newest novel *How to Make Friends with the Dark*, which Karen M. McManus, the New York Times bestselling author of *One of Us Is Lying*, calls “rare and powerful.”

Read the Wall Street Journal Bestseller for “cultivating intense focus” for fast, powerful performance results for achieving success and true meaning in one’s professional life (Adam Grant, author of *Give and Take*). Deep work is the ability to focus without distraction on a cognitively demanding task. It’s a skill that allows you to quickly master complicated information and produce better results in less time. Deep Work will make you better at what you do and provide the sense of true fulfillment that comes from craftsmanship. In short, deep work is like a super power in our increasingly competitive twenty-first century economy. And yet, most people have lost the ability to go deep—spending their days instead in a frantic blur of e-mail and social media, not even realizing there’s a better way. In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he instead celebrates the power of its opposite. Dividing this book into two parts, he first makes the case

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that in almost any profession, cultivating a deep work ethic will produce massive benefits. He then presents a rigorous training regimen, presented as a series of four "rules," for transforming your mind and habits to support this skill. 1. Work Deeply 2. Embrace Boredom 3. Quit Social Media 4. Drain the Shallows A mix of cultural criticism and actionable advice, Deep Work takes the reader on a journey through memorable stories-from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air-and no-nonsense advice, such as the claim that most serious professionals should quit social media and that you should practice being bored. Deep Work is an indispensable guide to anyone seeking focused success in a distracted world. An Amazon Best Book of 2016 Pick in Business & Leadership Wall Street Journal Business Bestseller A Business Book of the Week at 800-CEO-READ

How America's high standard of living came to be and why future growth is under threat In the century after the Civil War, an economic revolution improved the American standard of living in ways previously unimaginable. Electric lighting, indoor plumbing, motor vehicles, air travel, and television transformed households and workplaces. But has that era of unprecedented growth come to an end? Weaving together a vivid narrative, historical anecdotes, and economic

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analysis, *The Rise and Fall of American Growth* challenges the view that economic growth will continue unabated, and demonstrates that the life-altering scale of innovations between 1870 and 1970 cannot be repeated. Robert Gordon contends that the nation's productivity growth will be further held back by the headwinds of rising inequality, stagnating education, an aging population, and the rising debt of college students and the federal government, and that we must find new solutions. A critical voice in the most pressing debates of our time, *The Rise and Fall of American Growth* is at once a tribute to a century of radical change and a harbinger of tougher times to come.

"Beats *The Silence of the Lambs* for suspense—it's the kind of book that had me literally gasping aloud as it rattled to its incredible conclusion." —Cory Doctorow, *New York Times* bestselling author of *Homeland* What if the most terrifying person you know is your ten-year-old sister? Seventeen-year-old Aussie Che Taylor loves his younger sister, Rosa. But he's also certain that she's a psychopath—clinically, threateningly, dangerously. Recently Rosa has been making trouble, hurting things. Che is the only one who knows; he's the only one his sister trusts. Rosa is smart, talented, pretty, and very good at hiding what she is and the manipulation she's capable of. Their parents, whose business takes the family from place to place, brush off the warning signs as Rosa's "acting

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out.” Now that they have moved again—from Bangkok to New York City—their new hometown provides far too many opportunities for Rosa to play her increasingly complex and disturbing games. Che’s always been Rosa’s rock, protecting her from the world. Now, the world might need protection from her.

“[A] landmark book . . . Solnit illustrates how the uprisings that begin on the streets can upend the status quo and topple authoritarian regimes” (Vice). A book as powerful and influential as Rebecca Solnit’s *Men Explain Things to Me*, her *Hope in the Dark* was written to counter the despair of activists at a moment when they were focused on their losses and had turned their back to the victories behind them—and the unimaginable changes soon to come. In it, she makes a radical case for hope as a commitment to act in a world whose future remains uncertain and unknowable. Drawing on her decades of activism and a wide reading of environmental, cultural, and political history, Solnit argues that radicals have a long, neglected history of transformative victories, that the positive consequences of our acts are not always immediately seen, directly knowable, or even measurable, and that pessimism and despair rest on an unwarranted confidence about what is going to happen next. Now, with a moving new introduction explaining how the book came about and a new afterword that helps teach us how to hope and act in our unnerving world, she brings a new

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illumination to the darkness of our times in an unforgettable new edition of this classic book. “One of the best books of the 21st century.” —The Guardian “No writer has better understood the mix of fear and possibility, peril and exuberance that’s marked this new millennium.” —Bill McKibben, New York Times—bestselling author of *Falter* “An elegant reminder that activist victories are easily forgotten, and that they often come in extremely unexpected, roundabout ways.” —The New Yorker

The second edition of this seminal work includes the original text, first published in 1974, alongside two major new chapters. *Power: A Radical View* assesses the main debates about how to conceptualize and study power, including the influential contributions of Michel Foucault. *Power Revisited* reconsiders Steven Lukes' own views in light of these debates and of criticisms of his original argument. With a new introduction and bibliographical essay, this book has consolidated its reputation as a classic work and a major reference point within Social and Political Theory. It can be used on modules across the Social and Political Sciences dealing with the concept of power and its manifestation in the world. It is also essential reading for all undergraduate and postgraduates interested in the history of Social and Political Thought. New to this Edition: - An additional introduction explaining the context of the first edition of *Power: A*

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Radical View - Two new chapters defending Lukes' original argument and assessing the main debates about power since - A detailed guide to further reading on essential concepts and key thinkers

Applied econometrics, known to aficionados as 'metrics, is the original data science. 'Metrics encompasses the statistical methods economists use to untangle cause and effect in human affairs. Through accessible discussion and with a dose of kung fu-themed humor, Mastering 'Metrics presents the essential tools of econometric research and demonstrates why econometrics is exciting and useful. The five most valuable econometric methods, or what the authors call the Furious Five--random assignment, regression, instrumental variables, regression discontinuity designs, and differences in differences--are illustrated through well-crafted real-world examples (vetted for awesomeness by Kung Fu Panda's Jade Palace). Does health insurance make you healthier? Randomized experiments provide answers. Are expensive private colleges and selective public high schools better than more pedestrian institutions? Regression analysis and a regression discontinuity design reveal the surprising truth. When private banks teeter, and depositors take their money and run, should central banks step in to save them? Differences-in-differences analysis of a Depression-era banking crisis offers a response. Could arresting O. J. Simpson have saved his ex-wife's

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life? Instrumental variables methods instruct law enforcement authorities in how best to respond to domestic abuse. Wielding econometric tools with skill and confidence, Mastering 'Metrics uses data and statistics to illuminate the path from cause to effect. Shows why econometrics is important Explains econometric research through humorous and accessible discussion Outlines empirical methods central to modern econometric practice Works through interesting and relevant real-world examples

In this “brave and heartbreaking novel that digs its claws into you and doesn’t let go, long after you’ve finished it” (Anna Todd, New York Times bestselling author) from the #1 New York Times bestselling author of *All Your Perfects*, a workaholic with a too-good-to-be-true romance can’t stop thinking about her first love. Lily hasn’t always had it easy, but that’s never stopped her from working hard for the life she wants. She’s come a long way from the small town where she grew up—she graduated from college, moved to Boston, and started her own business. And when she feels a spark with a gorgeous neurosurgeon named Ryle Kincaid, everything in Lily’s life seems too good to be true. Ryle is assertive, stubborn, maybe even a little arrogant. He’s also sensitive, brilliant, and has a total soft spot for Lily. And the way he looks in scrubs certainly doesn’t hurt. Lily can’t get him out of her head. But Ryle’s complete aversion to

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relationships is disturbing. Even as Lily finds herself becoming the exception to his “no dating” rule, she can’t help but wonder what made him that way in the first place. As questions about her new relationship overwhelm her, so do thoughts of Atlas Corrigan—her first love and a link to the past she left behind. He was her kindred spirit, her protector. When Atlas suddenly reappears, everything Lily has built with Ryle is threatened. An honest, evocative, and tender novel, *It Ends with Us* is “a glorious and touching read, a forever keeper. The kind of book that gets handed down” (USA TODAY).

This book is a printed edition of the Special Issue "Non-Alcoholic Fatty Liver Disease Research 2016" that was published in *IJMS*

Instant New York Times Bestseller A New York Times Notable Book of 2016 A Time Magazine Top 10 Novel of 2016 A Times Literary Supplement Best Book of 2016 “Dazzling . . . A profound novel about the claims of identity, history, family, and the burdens of a broken world.” —Maureen Corrigan, NPR’s “Fresh Air” In the book of Genesis, when God calls out, “Abraham!” before ordering him to sacrifice his son, Isaac, Abraham responds, “Here I am.” Later, when Isaac calls out, “My father!” before asking him why there is no animal to slaughter, Abraham responds, “Here I am.” How do we fulfill our conflicting duties as father, husband, and son; wife and mother; child and adult? Jew and American? How

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can we claim our own identities when our lives are linked so closely to others'? These are the questions at the heart of Jonathan Safran Foer's first novel in eleven years—a work of extraordinary scope and heartbreaking intimacy. Unfolding over four tumultuous weeks in present-day Washington, D.C., *Here I Am* is the story of a fracturing family in a moment of crisis. As Jacob and Julia Bloch and their three sons are forced to confront the distances between the lives they think they want and the lives they are living, a catastrophic earthquake sets in motion a quickly escalating conflict in the Middle East. At stake is the meaning of home—and the fundamental question of how much aliveness one can bear. Showcasing the same high-energy inventiveness, hilarious irreverence, and emotional urgency that readers loved in his earlier work, *Here I Am* is Foer's most searching, hard-hitting, and grandly entertaining novel yet. It not only confirms Foer's stature as a dazzling literary talent but reveals a novelist who has fully come into his own as one of our most important writers.

If two people always agree, one of them is unnecessary, Henry Ford once said. He was on to something: The best businesspeople suggest alternatives to ideas and strategies. When practiced effectively, this can lead to innovations that dramatically boost sales. Edward F. Schultz, a leading consultant to businesses both big and small, explains why conventional or group thinking results in

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conventional results--something no business owner wants. The key to lasting success is engaging in differential thinking, which will allow you to. retain top-quality employees; help customers achieve their goals; provide employees with the support they need to succeed; reduce inefficiencies and ineffectiveness; and achieve small, incremental goals on the way to your ultimate target. Each chapter includes separate insights designed to address a different element of leadership, weaving together theory and practical application. Filled with real-life scenarios on coaching employees and managers, this guidebook for owners, leaders and entrepreneurs will get you the bottom-line results you crave. But you'll only get them when you Look Beyond the Obvious.

#1 NEW YORK TIMES BESTSELLER • OPRAH'S BOOK CLUB PICK • NATIONAL BOOK AWARD LONGLIST • "An instant American classic and almost certainly the keynote nonfiction book of the American century thus far."—Dwight Garner, The New York Times The Pulitzer Prize–winning, bestselling author of *The Warmth of Other Suns* examines the unspoken caste system that has shaped America and shows how our lives today are still defined by a hierarchy of human divisions. NAMED THE #1 NONFICTION BOOK OF THE YEAR BY TIME, ONE OF THE TEN BEST BOOKS OF THE YEAR BY People • The Washington Post • Publishers Weekly AND ONE OF THE BEST

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BOOKS OF THE YEAR BY The New York Times Book Review • O: The Oprah Magazine • NPR • Bloomberg • Christian Science Monitor • New York Post • The New York Public Library • Fortune • Smithsonian Magazine • Marie Claire • Town & Country • Slate • Library Journal • Kirkus Reviews • LibraryReads • PopMatters Winner of the Los Angeles Times Book Prize • National Book Critics Circle Award Finalist • Dayton Literary Peace Prize Finalist • PEN/John Kenneth Galbraith Award for Nonfiction Finalist • PEN/Jean Stein Book Award Longlist

“As we go about our daily lives, caste is the wordless usher in a darkened theater, flashlight cast down in the aisles, guiding us to our assigned seats for a performance. The hierarchy of caste is not about feelings or morality. It is about power—which groups have it and which do not.” In this brilliant book, Isabel Wilkerson gives us a masterful portrait of an unseen phenomenon in America as she explores, through an immersive, deeply researched narrative and stories about real people, how America today and throughout its history has been shaped by a hidden caste system, a rigid hierarchy of human rankings. Beyond race, class, or other factors, there is a powerful caste system that influences people’s lives and behavior and the nation’s fate. Linking the caste systems of America, India, and Nazi Germany, Wilkerson explores eight pillars that underlie caste systems across civilizations, including divine will, bloodlines, stigma, and

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more. Using riveting stories about people—including Martin Luther King, Jr., baseball's Satchel Paige, a single father and his toddler son, Wilkerson herself, and many others—she shows the ways that the insidious undertow of caste is experienced every day. She documents how the Nazis studied the racial systems in America to plan their out-cast of the Jews; she discusses why the cruel logic of caste requires that there be a bottom rung for those in the middle to measure themselves against; she writes about the surprising health costs of caste, in depression and life expectancy, and the effects of this hierarchy on our culture and politics. Finally, she points forward to ways America can move beyond the artificial and destructive separations of human divisions, toward hope in our common humanity. Beautifully written, original, and revealing, *Caste: The Origins of Our Discontents* is an eye-opening story of people and history, and a reexamination of what lies under the surface of ordinary lives and of American life today.

One of Vanity Fair's Great Quarantine Reads: Step into Jenny Slate's wild imagination in this "magical" (Mindy Kaling), "delicious" (Amy Sedaris), and "poignant" (John Mulaney) New York Times bestseller about love, heartbreak, and being alive -- "this book is something new and wonderful" (George Saunders). You may "know" Jenny Slate from her Netflix special, *Stage Fright*, as the creator of *Marcel the Shell*, or as the star of "Obvious Child." But you don't really

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know Jenny Slate until you get bonked on the head by her absolutely singular writing style. To see the world through Jenny's eyes is to see it as though for the first time, shimmering with strangeness and possibility. As she will remind you, we live on an ancient ball that rotates around a bigger ball made up of lights and gasses that are science gasses, not farts (don't be immature). Heartbreak, confusion, and misogyny stalk this blue-green sphere, yes, but it is also a place of wild delight and unconstrained vitality, a place where we can start living as soon as we are born, and we can be born at any time. In her dazzling, impossible-to-categorize debut, Jenny channels the pain and beauty of life in writing so fresh, so new, and so burstingly alive, we catch her vision like a fever and bring it back out into the bright day with us, where everything has changed.

#1 New York Times Bestseller Over 1 million copies sold In this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we've been told that positive thinking is the key to a happy, rich life. "F**k positivity," Mark Manson says. "Let's be honest, shit is f**ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F**k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in

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society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f**k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-talk, filled with entertaining stories and profane, ruthless humor, *The Subtle Art of Not Giving a F**k* is a refreshing slap for a generation to help them lead contented, grounded lives.

At the end of the world, a woman must hide her secret power and find her kidnapped daughter in this "intricate and extraordinary" Hugo Award winning novel of power, oppression, and revolution. (The New York Times) This is the way the world ends. . .for the last time. It starts with the great red rift across the heart of the world's sole continent, spewing ash that blots out the sun. It starts with death, with a murdered son and a missing daughter. It starts with betrayal, and long dormant wounds rising up to fester. This is the Stillness, a land long familiar with catastrophe, where the power of the earth is wielded as a weapon. And where there is no mercy. Read the first book in the critically acclaimed, three-time Hugo award-winning trilogy by NYT bestselling author N. K. Jemisin.

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

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Sit back and relax and learn about why overworking and under resting can be harmful to yourself and your career. "Rest is such a valuable book. If work is our national religion, Pang is the philosopher reintegrating our bifurcated selves."---Arianna Huffington, New York Times Book Review Overwork is the new normal. Rest is something to do when the important things are done-but they are never done. Looking at different forms of rest, from sleep to vacation, Silicon Valley futurist and business consultant Alex Soojung-Kim Pang dispels the myth that the harder we work the better the outcome. He combines rigorous scientific research with a rich array of examples of writers, painters, and thinkers---from Darwin to Stephen King---to challenge our tendency to see work and relaxation as antithetical. "Deliberate rest," as Pang calls it, is the true key to productivity, and will give us more energy, sharper ideas, and a better life. Rest offers a roadmap to rediscovering the importance of rest in our lives, and a convincing argument that we need to relax more if we actually want to get more done.

Now a Netflix original movie, this deeply scary and intensely unnerving novel follows a couple in the midst of a twisted unraveling of the darkest unease. You will be scared. But you won't know why... I'm thinking of ending things. Once this thought arrives, it stays. It sticks. It lingers. It's always there. Always. Jake once said, "Sometimes a thought is closer to truth, to reality, than an action. You can say anything, you can do anything, but you can't fake a thought." And here's what I'm thinking: I don't want to be here. In this smart and intense literary suspense novel, Iain Reid explores the depths of the human psyche, questioning consciousness, free will, the value of relationships, fear, and the limitations of solitude. Reminiscent of Jose Saramago's early work, Michel Faber's cult classic *Under the Skin*, and Lionel Shriver's *We Need to Talk about Kevin*, "your dread and unease will mount with every passing page"

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(Entertainment Weekly) of this edgy, haunting debut. Tense, gripping, and atmospheric, I'm Thinking of Ending Things pulls you in from the very first page...and never lets you go. In the twelfth Longmire novel, Walt, Henry, and Vic discover much more than they bargained for when they are called in to investigate a hit-and-run accident involving a young motorcyclist near Devils Tower—from the New York Times bestselling author of Land of Wolves In the midst of the largest motorcycle rally in the world, a young biker is run off the road and ends up in critical condition. When Sheriff Walt Longmire and his good friend Henry Standing Bear are called to Hulett, Wyoming—the nearest town to America's first national monument, Devils Tower—to investigate, things start getting complicated. As competing biker gangs; the Bureau of Alcohol, Tobacco, and Firearms; a military-grade vehicle donated to the tiny local police force by a wealthy entrepreneur; and Lola, the real-life femme fatale and namesake for Henry's '59 Thunderbird (and, by extension, Walt's granddaughter) come into play, it rapidly becomes clear that there is more to get to the bottom of at this year's Sturgis Motorcycle Rally than a bike accident. After all, in the words of Arthur Conan Doyle, whose Adventures of Sherlock Holmes the Bear won't stop quoting, "There is nothing more deceptive than an obvious fact." The sad truth about most trend predictions is that they seem to focus on restating the blatantly obvious. Predicting the "rise of wearable technology" in 2015 is a bit like predicting the ground will be wet the day after a rain storm ... it is undoubtedly true - but relatively useless to hear out loud. Five years ago, longtime brand consultant and marketing Professor Rohit Bhargava began producing his annual "Non-Obvious Trend Report" where he curated 15 trends to describe consumer behavior, marketing and where business was headed in the new year. His previous reports predicted the growth of content marketing, real time customer care and more

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transparency in business. To date, they have been downloaded and shared online more than half a million times. In this 5th Edition of his annual report, he takes readers behind the scenes for the very first time ever to share his techniques for curating trends and the five essential skillsets required in order to be able to predict the future for yourself. Through entertaining stories, deep analysis and a surprisingly simple approach - Rohit proves that even though we imagine trend forecasting is done only by business gurus ... each of us can get better at curating trends for ourselves as long as we know what to look for.

All New 10th Edition of the WSJ bestseller! Featuring 10 Bold new Trend Predictions Winner of 9 International Book Awards Introducing the highly awaited tenth edition of The Wall Street Journal bestseller and trend report featuring ten bold new megatrend predictions that will shape our world in the coming decade. What if you could predict the trends that will change your business? For the past ten years, Rohit Bhargava's signature annual Non-Obvious Trend Report has helped over a million readers discover more than 100 trends changing our culture. Now for the first time, Rohit and his team of Non-Obvious trend curators reveal ten revolutionary new Megatrends that are transforming how we work, play and live. -- How might the evolution of gender fluid toys change our culture? -- What can the popularity of handmade umbrellas and board games teach us about the future of business? -- Why do robot therapists and holographic celebrities actually demonstrate the importance of humanity? The answers to these questions may not be all that obvious, and that's exactly the point. This completely revised 10th Anniversary edition of Non-Obvious also offers an unprecedented look behind the scenes at the author's signature Haystack Method for identifying trends, and how you can learn to curate and predict trends for yourself. You don't need to be a futurist or innovator to learn to

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think like one. The key to growing your business or propelling your career into the next decade lies in better understanding the present. The future belongs to non-obvious thinkers and this book is your guide to becoming one. Winner: Eric Hoffer Business Book of the Year Winner: Axiom Award Silver Medal (Business Theory) Winner: INDIE Gold Medal (Business Business Book) Finalist: Leonard L. Berry Marketing Book Award Winner: IPPY Silver Medal (Best Business Book) Finalist: International Book Award (Best Business Book) Official Selection: Gary's Book Club at CES Winner: Non-Fiction Book Award (Gold Medal) Winner: Pinnacle Best Business Book Award

In this short and powerful book, celebrated philosopher Martha Nussbaum makes a passionate case for the importance of the liberal arts at all levels of education. Historically, the humanities have been central to education because they have been seen as essential for creating competent democratic citizens. But recently, Nussbaum argues, thinking about the aims of education has gone disturbingly awry in the United States and abroad. We increasingly treat education as though its primary goal were to teach students to be economically productive rather than to think critically and become knowledgeable, productive, and empathetic individuals. This shortsighted focus on profitable skills has eroded our ability to criticize authority, reduced our sympathy with the marginalized and different, and damaged our competence to deal with complex global problems. And the loss of these basic capacities jeopardizes the health of democracies and the hope of a

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decent world. In response to this dire situation, Nussbaum argues that we must resist efforts to reduce education to a tool of the gross national product. Rather, we must work to reconnect education to the humanities in order to give students the capacity to be true democratic citizens of their countries and the world. In a new preface, Nussbaum explores the current state of humanistic education globally and shows why the crisis of the humanities has far from abated. Translated into over twenty languages, Not for Profit draws on the stories of troubling—and hopeful—global educational developments. Nussbaum offers a manifesto that should be a rallying cry for anyone who cares about the deepest purposes of education.

Wall Street Journal Best Seller (2015 Edition) Winner: Axiom Business Theory Silver Medal (2017 Edition) Official Selection: Gary's Book Club at CES (2017 Edition) Winner: Non-Fiction Book Awards Gold Medal (2018 Edition) For the past 9 years, marketing expert and Georgetown University Professor Rohit Bhargava has curated his best-selling list of non-obvious trends by asking the questions that most trend predictors miss. In this all-new ninth edition, discover what more than a million readers already have: how to use the power of non-obvious thinking to grow your business and make a bigger impact in the world. In total, the Non-Obvious 2019 Edition features 15 all-new trends across 5

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categories including Culture & Consumer Behavior, Marketing & Social Media, Media & Education, Technology & Design plus Economics & Entrepreneurship. The book also features a detailed section with a review and rating for more than 115 previously predicted trends - with longevity ratings for each. As with the original version, this new edition of Non-Obvious also delves into the curation process the author has used for years to build his Trend Reports and takes readers behind the scenes of trend curation (much to the delight of past readers who have been asking about this for years), and show them the methodology they can use to predict the future for themselves.

#1 NEW YORK TIMES BESTSELLER • ONE OF ESSENCE'S 50 MOST IMPACTFUL BLACK BOOKS OF THE PAST 50 YEARS In this iconic memoir of his early days, Barack Obama “guides us straight to the intersection of the most serious questions of identity, class, and race” (The Washington Post Book World). “Quite extraordinary.”—Toni Morrison In this lyrical, unsentimental, and compelling memoir, the son of a black African father and a white American mother searches for a workable meaning to his life as a black American. It begins in New York, where Barack Obama learns that his father—a figure he knows more as a myth than as a man—has been killed in a car accident. This sudden death inspires an emotional odyssey—first to a small town in Kansas, from which he

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retraces the migration of his mother's family to Hawaii, and then to Kenya, where he meets the African side of his family, confronts the bitter truth of his father's life, and at last reconciles his divided inheritance. Praise for *Dreams from My Father* "Beautifully crafted . . . moving and candid . . . This book belongs on the shelf beside works like James McBride's *The Color of Water* and Gregory Howard Williams's *Life on the Color Line* as a tale of living astride America's racial categories."—Scott Turow "Provocative . . . Persuasively describes the phenomenon of belonging to two different worlds, and thus belonging to neither."—The New York Times Book Review "Obama's writing is incisive yet forgiving. This is a book worth savoring."—Alex Kotlowitz, author of *There Are No Children Here* "One of the most powerful books of self-discovery I've ever read, all the more so for its illuminating insights into the problems not only of race, class, and color, but of culture and ethnicity. It is also beautifully written, skillfully layered, and paced like a good novel."—Charlayne Hunter-Gault, author of *In My Place* "*Dreams from My Father* is an exquisite, sensitive study of this wonderful young author's journey into adulthood, his search for community and his place in it, his quest for an understanding of his roots, and his discovery of the poetry of human life. Perceptive and wise, this book will tell you something about yourself whether you are black or white."—Marian Wright Edelman

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"Extra Libris: Essays, Reader's Guides, and More"--Page [345].

“A quintessential work of technological futurism.” – James Surowiecki, strategy + business, “Best Business Books 2017 – Innovation” From one of our leading technology thinkers and writers, a guide through the twelve technological imperatives that will shape the next thirty years and transform our lives Much of what will happen in the next thirty years is inevitable, driven by technological trends that are already in motion. In this fascinating, provocative new book, Kevin Kelly provides an optimistic road map for the future, showing how the coming changes in our lives—from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture—can be understood as the result of a few long-term, accelerating forces. Kelly both describes these deep trends—interacting, cognifying, flowing, screening, accessing, sharing, filtering, remixing, tracking, and questioning—and demonstrates how they overlap and are codependent on one another. These larger forces will completely revolutionize the way we buy, work, learn, and communicate with each other. By understanding and embracing them, says Kelly, it will be easier for us to remain on top of the coming wave of changes and to arrange our day-to-day relationships with technology in ways that bring forth maximum benefits. Kelly’s bright, hopeful book will be indispensable to anyone who seeks guidance on

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where their business, industry, or life is heading—what to invent, where to work, in what to invest, how to better reach customers, and what to begin to put into place—as this new world emerges.

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